

dippin daisys

SUSTAINABILITY

is Sexy



SUSTAINABLE

AFFORDABLE

SEXY

LETTER FROM *The designer*

I am passionate about sustainability, however, I am also passionate about expressing oneself through fashion and clothing. What you wear gives insight into your personality and what you are feeling on a specific day. It's hard to find the balance between wanting to look cute while also not being wasteful to the environment. Sadly, the fashion industry is one of the most environmentally harmful industries worldwide.

Luckily, at Dippin' Daisys, I've been able to combine sustainability and creative design. We launch cute trendy swimsuits every month and I want to start taking our customers deeper into our process and sustainable practices. When I started designing at Dippin' Daisys I wanted to be able to tell this part of the story - while also making it appealing.

We all know that sex sells, so let's start making helping the environment sexy. This collection was inspired by vintage pin-up model culture - one of the defining times we see women embrace their sexuality in style. As skirts have continued to get shorter and women have gotten more comfortable expressing themselves through fashion we have lost sight of quality pieces. We have gotten so invested in fast fashion not realizing the consequences of having cheaper disposable clothing. This "wear once" culture is anything but sexy.

The pieces in this collection are designed with high quality materials and recycled fabric. These bikinis look and feel great on you AND the environment. Sustainability just got a whole lot sexier.





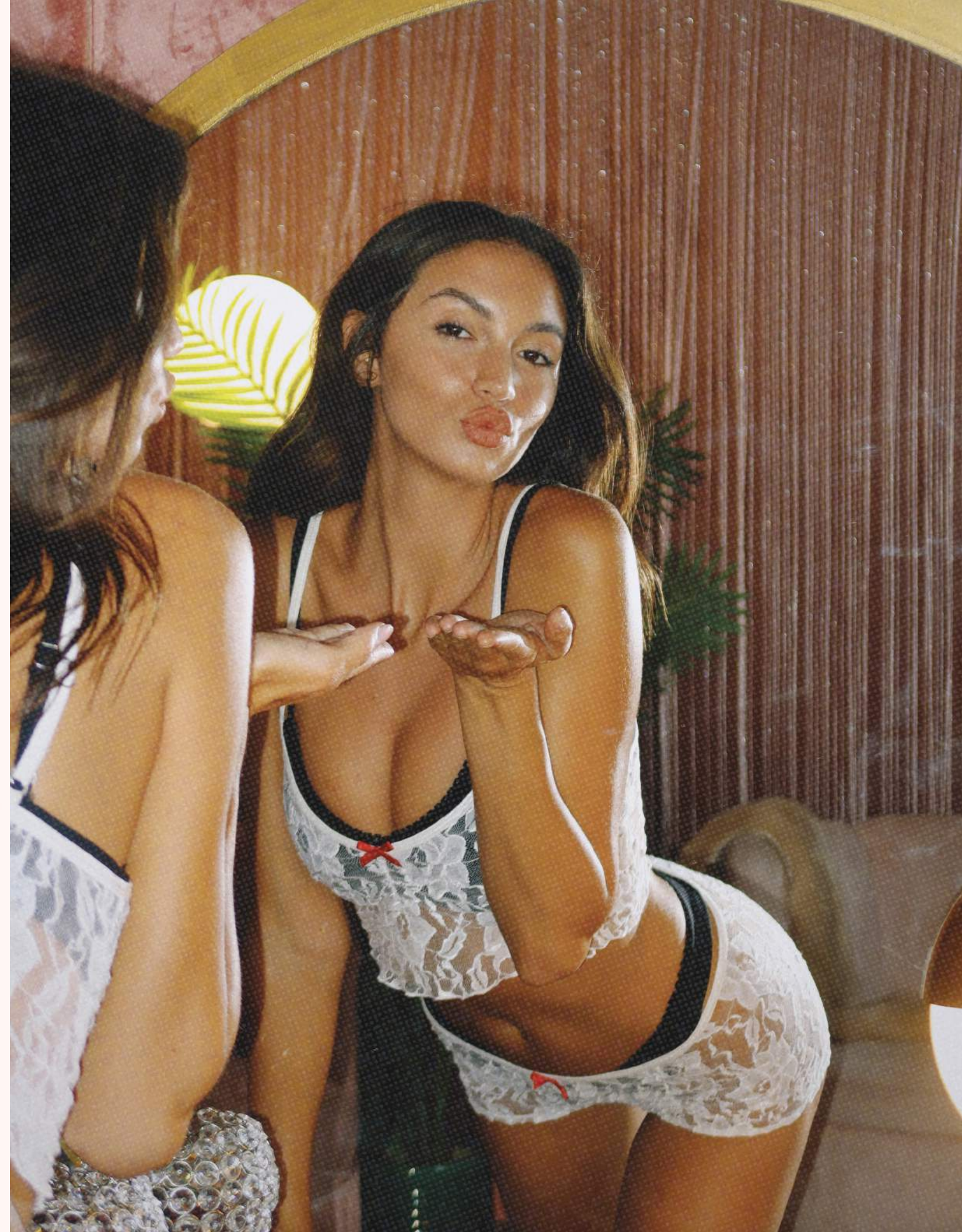
SUSTAINABILITY

Dippin' Daisy's is one of the fastest-growing sustainable swimwear brands on the market today. Our mission began with four core values: female empowerment, size inclusivity, sustainability, and affordable luxury.

All of our excess and scrap fabric is donated in partnership with Terracycle to ensure that all materials are recycled and made new again. Our sustainability practices are rooted in commitment and love for the environment and protecting the planet.

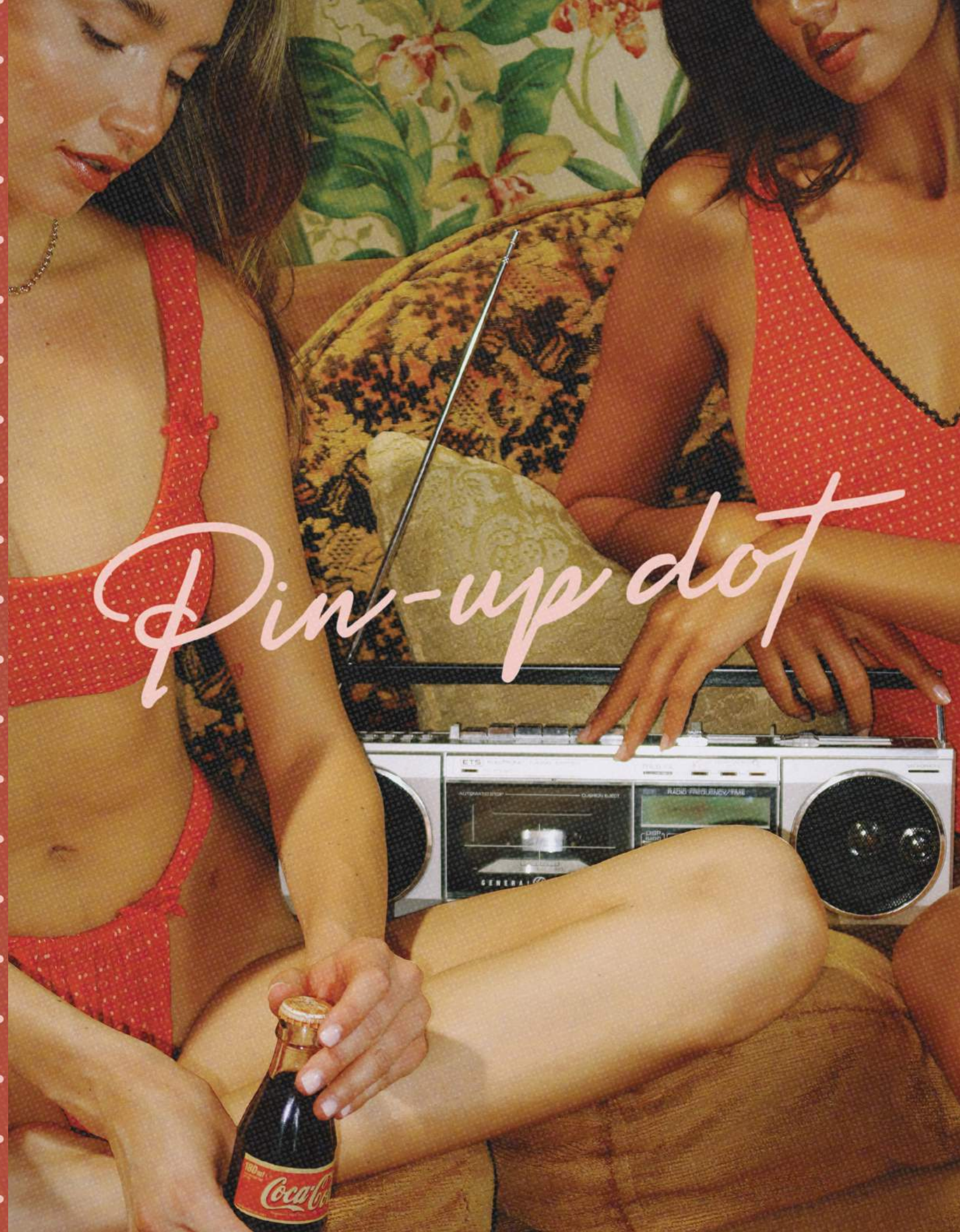
95% of our swimsuits are derived from recycled pre and post consumer nylon. This production process is low carbon and environmentally friendly. Our team spent over a year doing the research and development to make sure the recycled nylon in this collection is up to par with all our OG swim — she's soft, she's sustainable, she's your new fave thing.

We're putting sustainability front and center by thinking about the way we design, the textiles we select, the way we manufacture, and their impact on the environment.

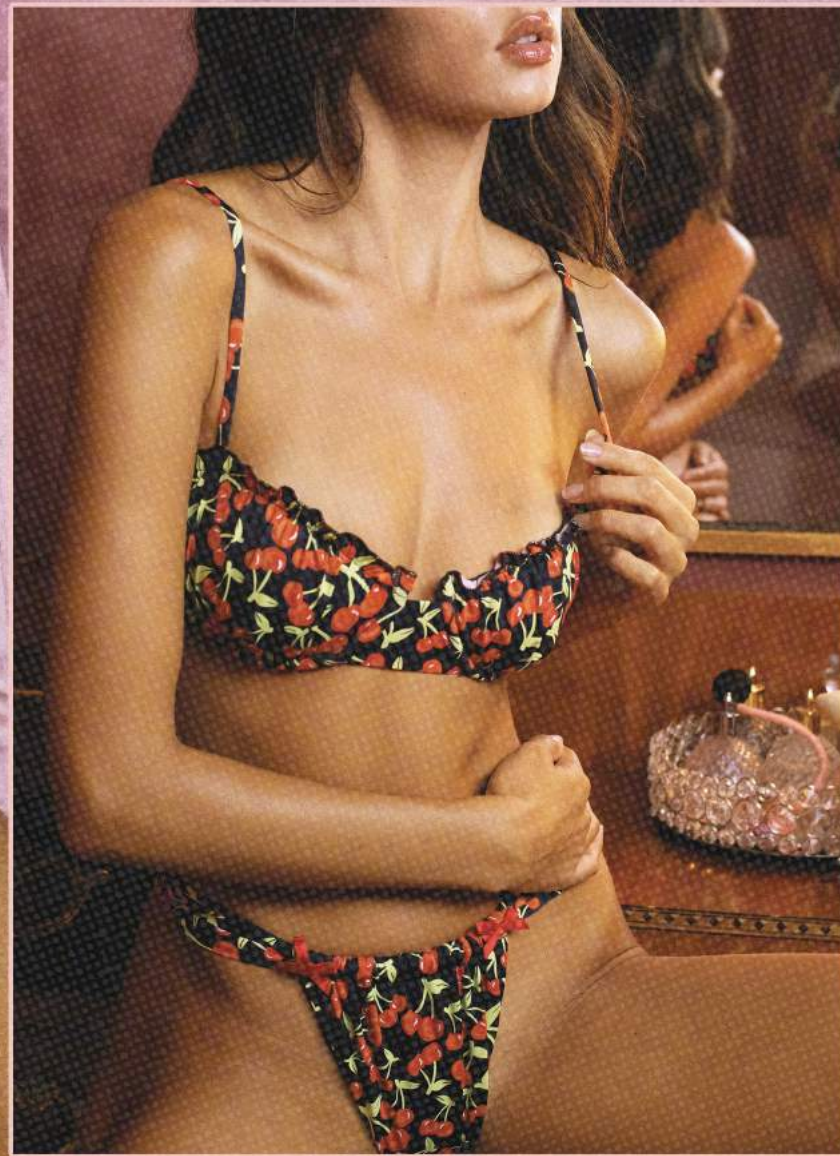


in bloom

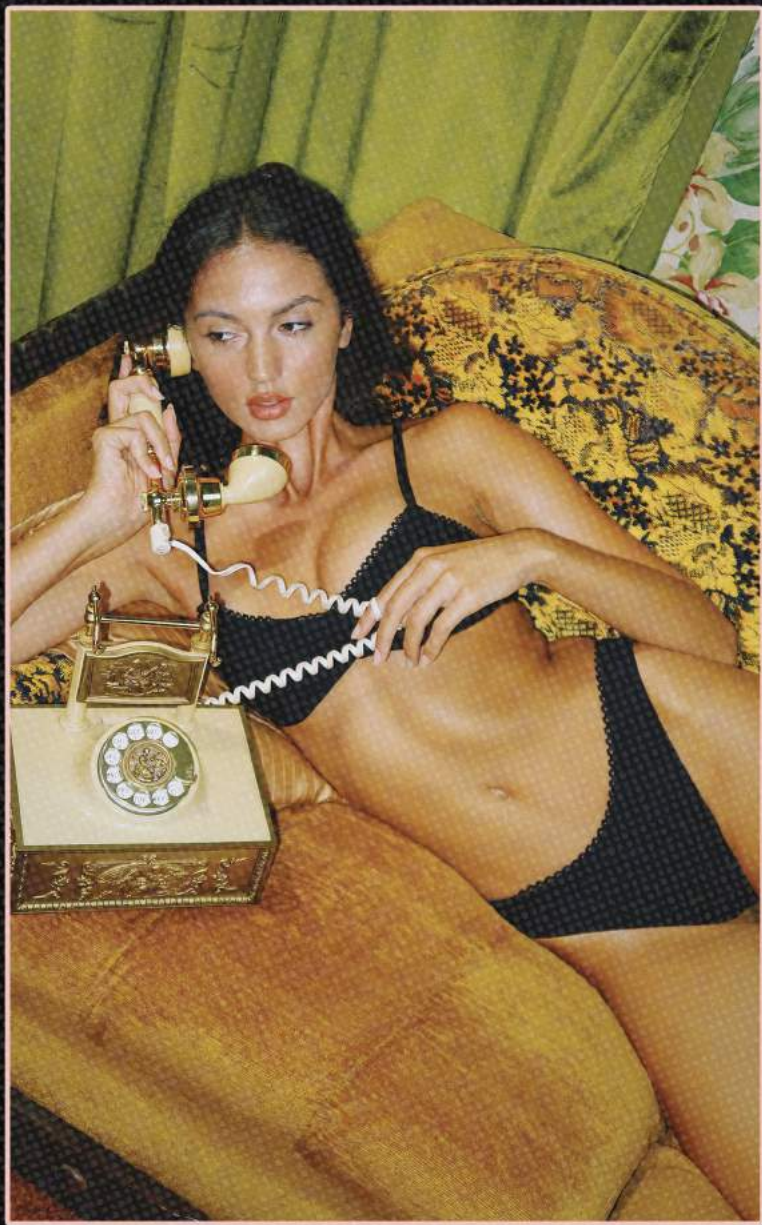




Pin-up dot



Cherise 



LITTLE BLACK



BIKINI

dippin daisys

