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Business, Arts

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New LA-based clothing line Vanwolff has its inaugural fashion show at the Abbey, showing off two lines of swimwear. Designer Andrew Maxin describes line as "uninhibited" and "Cali-chic."

By James F. Mills | Email the author | August 28, 2012

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VANWOLFF FASHION SHOW

Gabe Ayala

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Going to [The Abbey](#) on a Friday night is often a fashion show with guys and gals showing off trendy outfits and buff bodies.

But on August 24, The Abbey turned into a true fashion runway as the [Vanwolff clothing line](#) sponsored a fashion show there.

Over 300 fans packed the iconic bar for the inaugural fashion show of the Los Angeles-based apparel company. Abbey patrons got a look at the [Vanwolff's first swimwear collections](#), "Prey" and "Essentials."

"Prey," the company's premium line, includes fourteen unique aquatic animal designs embedded into the fabric. "Essentials," Vanwolff's basic swimwear line, comes in a selection of four colors. The suits, available in briefs and trucks, are made of fade-resistant poly-nylon and have lining throughout.

Vanwolff is the brainchild of award-winning Canadian designer Andrew Maxin, who comes from a family of designers. Maxin moved to Los Angeles ten years ago and designed creative campaigns for artists like Ray Charles and Ella Fitzgerald and film soundtracks like *Good Night and Good Luck* and *Babel*.

"We're incredibly grateful for the impressive turnout, enthusiasm and fan support," said Maxin in a press statement. "The past seven months have been an incredible ride and we're looking forward to expanding our collection."

Maxin and his partner Mark Waier, a former Ford model, were inspired to launch Vanwolff feeling an overall lack of originality in the designs of men's swimwear. They describe their line as, "uninhibited and 'Cali-chic.' Something you'd feel confident wearing at the beach or lounging in at a pool party."

A unique aspect of the swimsuits is Vanwolff's signature "woven-in-cording," meaning each suit comes adorned with an original clever quote (i.e. "I Promise To Behave This Summer," "Looking for Trouble," etc.) woven into the drawstring cording.

All products are manufactured and assembled in the Arts District of downtown Los Angeles. Vanwolff plans to expand the brand into all aspects of men's swimwear and underwear.

"While other swim and underwear companies continue to outsource manufacturing overseas, we believe that Vanwolff products should be made locally," Maxin said. "That's why all items have 'Made in Cali' displayed prominently on the tag and box."

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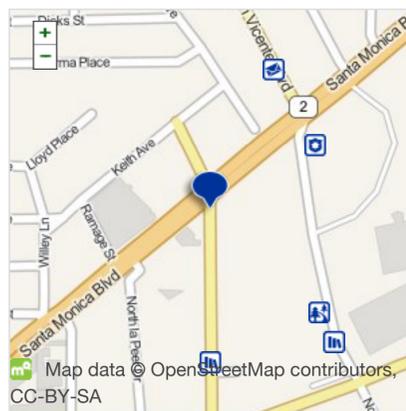
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