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MEET THE MODELS FROM THE VANWOLFF FASHION SHOW AT THE ABBEY

TUESDAY, AUGUST 28, 2012 AT 1:30PM [SUGARBANG](#)



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L.A.-based company **Vanwolff** made a BIG splash at the launch party for their new line "Prey" and "Essentials" at **The Abbey** in West Hollywood on Friday, August 24. The models who strutted their stuff on the cat walk in Vanwolff's first fashion show include (from left to right in the pic above) - **Mark Waier** (former Ford model and partner), **John Strand**, **Adrian Rodriguez**, **Levi Foster**, **Roberto Maya**, **Steven Dehler** and **Sandro Pena**. These guys werq'd it!

The company's premium line, "Prey," includes fourteen unique aquatic animal designs specially engineered and embedded into the fabric; while the company's more basic swimwear line, "Essentials," offers a selection of four vibrant colors using the same sleek, innovative styles.

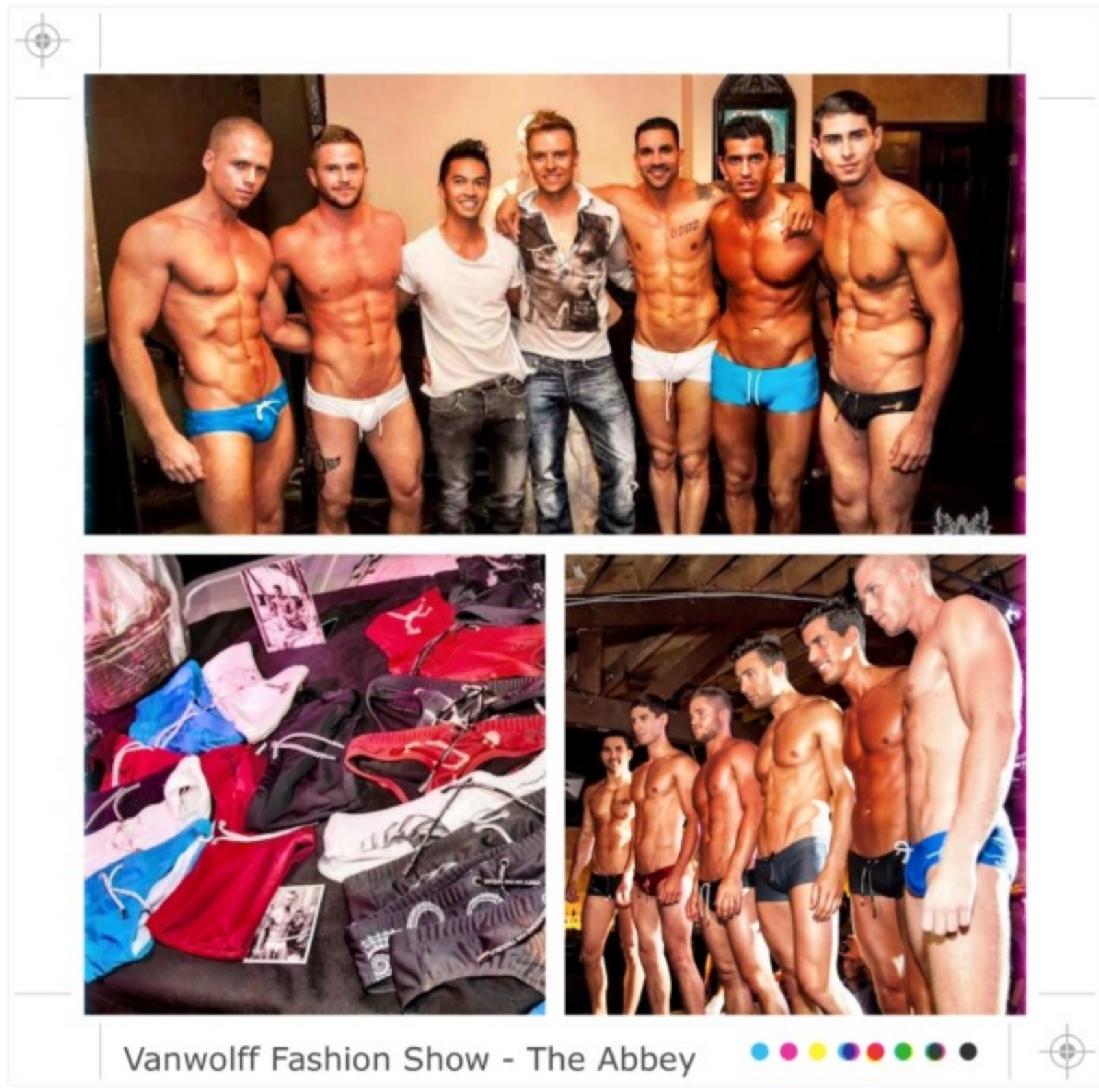
Available in briefs and trunks, both lines boast Vanwolff's signature "woven-in-cording," meaning each suit comes adorned with an original clever quote (i.e. "I Promise To Behave This Summer," "Looking for Trouble," etc.) expertly woven into the drawstring cording. The swimsuit material is made of high-end, fade-resistant poly-nylon, and all pieces have lining throughout the entire suit.

Vanwolff is the brainchild of award-winning Canadian designer **Andrew Maxin**, who has had extensive experience designing creative campaigns for Ray Charles, Creedence Clearwater Revival, Ella Fitzgerald and the film soundtracks for Babel, Good Night and Good Luck, and Indiana Jones. Having resided in Los Angeles for nearly a decade, Maxin is no stranger to the fashion industry, coming from a long line of designers in his family who were the first to bring 'Invisible Mending' to British Columbia in the early 1980s.

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." We all know that KennyGenius is a fan of pool parties!

For more hot photos from the fashion show, be sure to check out Vanwolff's [FACEBOOK](#) page!

[ORDER](#) a pair today!



Vanwolff Fashion Show - The Abbey

About Vanwolff:

Launched in 2012, Vanwolff is a Los Angeles-based swim and underwear company for men that desire to be different. Founded by Canadian designer Andrew Maxin, Vanwolff products are uniquely designed for the uninhibited, discerning man. The inaugural summer lines, "Prey" and "Essentials," are available now at www.vanwolff.com. Free Shipping is available worldwide. Products are manufactured in Los Angeles, California.

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