



Mercedes-Benz  
FashionWeek

# SWIM 2012



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> As we put a close to the summer season and put our swimwear in a drawer we won't bother to open until next year, the season is not quite over just yet. In the land of fashion emerging all over the world, there is no better way to experience it all then having all of the designers showcasing their lines in one place during one incredible week. Hitting Miami, FL like a hurricane on July 14-18, Mercedes-Benz Fashion Week offered international designers to display their 2012 swim collection to thousands inside the fashion world. Exclusive and by invitation only, these events occur twice annually in New York & Berlin, and once a year in Miami. Known as the premier event worldwide, supermodels and celebrities came together at Mercedes-Benz Fashion Week Swim to present the best in swim fashion for the season ahead.

With a lengthy list of designers such as A.CHÉ, Aguaclara, Agua Di Lara, BeachBunny Swimwear, Caffe Swimwear, Cia. Maritima, Crystal Jin, Diesel, Dineila Brazil, Dolores Cortes, Have Faith Swimwear, Kooney Swimwear Australia, Luli Fama, Luxe by Lisa Vogel, Mara Hoffman Swimwear, Nicolita, Poko Pano, Red Carter, White Sands Australia, Wildfox Swimwear, and many more, each and every designer had a unique style to their line. Out of all the shows, the one that was truly show stopping from beginning to end was none other then the collection from the talented Mara Hoffman. Known for her colorful, bohemian style, Mara Hoffman presented a remarkable runway show. Whether it's her nomadic worldly inspirations that makes her line unique, or the fact that her swimwear collection for 2012 is strongly inspired by her tribal roots, her signature, immediately recognizable prints are what make her line so popular. Hoffman's collection celebrates life and spirituality from the designs to the makeup. Her runway makeup inspires a tribal ideal that reflects strong and yet feminine women showing their individuality. Bringing her creations to the runway is a huge insight into what we can look for summer season 2012.

Hoffman's constant travel excursions and her inane talent for mixing patterns inspired her collection with explorations of Egyptian ruins, creating a new bold and colorful prints including, "Totem," "King Tut," "Ibis," "Lotus," "Stripes," "Vees," "Tiki," and "Cheetah." The collection also includes an array of beautiful solid colors from white, bright coral, peacock blue and black. Her swim styles include classic popular shapes, such as the V-Wire, classic side-tie and 4 strap bikinis (my favorite), as well as new shapes with color-

ful embroidery. From the maxi dresses to the bikini tops, I think I fell in love with every piece of her swim collection. I also loved the silk mere loose knit Baja sweater and her colorful canvas beach bags in Ibis and Tut prints, shown with an ivy rope bag and a pom-pom bag. Mara's models, as always, were styled consistently with brilliant and trendy fishbone braided plaits created by Elsa Canedo for TRESemmé and hot pink tribal makeup by Lottie for Make Up Forever. Although the excitement radiated backstage and onstage, the real party happened after the show at the W Hotel in South Beach. Joining the crowd in a vibrant after party, Mara Hoffman was there in person to mingle with the VIP guests alongside emerging designer and reality TV star Whitney Port and 90210's Shenae Grimes. Walking down the red carpet, Mara Hoffman had a lot to celebrate after her show, not only for putting on an outstanding fashion show, but also for the launch of her own unique design on the Limited

Edition Skintimate Cans. Soon after Mara Hoffman graced her way into the party, Whitney and Shenae were not far behind (after indulging in some goodies at Stella's Sweet Shoppe) as they posed together for a few photo ops. As Whitney made her way alone back to her private cabana, Shenae Grimes had no problem snuggling close to her new boyfriend, DJ Brendan Fallis, to sneak in a few pictures.

With a growing crowd surrounding the pool for an energetic synchronized swimming performance, lining up at the bars for a UV Coconut and Zico cocktail, and enjoying the company of friends in a spacey cabana, the event was a perfect ending to the evening and a perfect start to the night. With live performances by DJ sensations Nervo, Mia Moretti and Caitlin Moe, there was nothing short of groundbreaking at this party, which leaves me saying, "I can't wait until next year!" <

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