



ROHAIZATUL AZHAR speaks to the designers of two swimwear brands on their beach essentials



SEAFOLLY

Founded in Australia in 1975, this swimwear brand is one of the country's most popular. The pieces come in an eclectic mix of styles, from cute strapless ruffle bikinis to vintage-inspired low leg swimsuits.

It was launched in Singapore in December last year and recently opened a standalone boutique at 01-22 Wisma Atria. The label's head designer, Genelle Walkom (above), shares her summer tips.



MILETI SWIMWEAR

The latest swimwear label to surface in Singapore is the brainchild of two good friends, who found the swimwear choices in their home cities to be lacking in style.

Created by Singaporean Chia Min Yu (right, top) and Swiss Letizia Crame (right, bottom) earlier this year, the pieces in the boldly coloured collection (above) are made using a newly developed and high-tech fabric, which is highly breathable, quick to dry and resistant to sand and pilling.



What are your five essentials for a beach holiday?

Ms Chia: My seasoned D&G blue denim shorts, gold Tory Burch sandals, aviator Cutler & Gross sunglasses, sunscreen for the face and body and a brightly coloured Mileti bikini set.

Ms Crame: My Green Tea perfume by Roger & Gallet, hair spray to protect my hair from the sun and sea water, aviator Ray-Ban sunglasses and Pucci hot pants to match with a brightly coloured Mileti bikini set.

What fashion or beauty item can you not live without?

Ms Chia: My Shiseido face and body sunscreen. My mother always reminds me to put sunscreen on my face every day to prevent pigmentation and wrinkles.
Ms Crame: My aviator Ray-Ban sunglasses. They belonged to my mother and she had them since she was 30 years old. A truly vintage treasure.



The beach essentials of Mileti's designers include (clockwise from top) Ray-Ban shades, Green Tea perfume by Roger & Gallet, Tory Burch sandals and Shiseido sunscreen.

How does one choose the right swimwear for her body type?

Ms Chia: A lightly padded top or Mileti's twisted padded bandeau is a great choice for enhancing the chest area without looking fake. Wear a dark coloured bottom paired with a bright coloured top for those who are pear-shaped.
Ms Crame: Or embrace a voluptuous figure by wearing Mileti's bottom with wide side straps. It is quite sexy and low-cut – ideal for accentuating a nice and round bottom.



FUN IN THE SUN SPECIAL

What are your five essentials for a beach holiday?

My Seafolly swimsuit, sunscreen, iPad (right), hat (above) and a great book.



What fashion or beauty item can you not live without?

Tinted moisturiser with a high SPF.

How does one choose the right swimwear for her body type?

It is all about getting the fit just right. For pear-shaped women, choose styles with bust detailing and printed tops to take attention away from the hip area.
 For smaller busts try tops that have moulded cups or styles with frills to enhance the area. Those with fuller figures should get a one-piece suit with ruching detail or wrap over necklines. Otherwise, you can try trapeze singlets to camouflage the tummy area.