

# Basic Detail Report

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**ANMS0468**

**Title**

Material from magazines and newspapers relating to swimwear design

**Date**

1930-1938

**Medium**

Paper

**Name**

Archive series

**History**

Peter O'Sullivan became the first Australian to successfully design and manufacturer swimwear for export to the United States by creating two innovations. He won the world patent for the square belt buckle, known as the 'Superman' buckle, after it was incorporated into Superman's costume and he developed the small skirt across the front of both men's and women's swimsuits known as the 'modesty panel'.

O'Sullivan's 'modesty panel' became a feature of Australian and international swimwear fashions right up until the 1970s. His Black Lance swimwear range in the 1930s featured low cut backs, fashionable colours and decorative flourishes.