

# Basic Detail Report

---

V00046025



**V00046025**

**Title**

Jets banded ruffle tri bikini

**Date**

2009

**Primary Maker**

Jets Swimwear Pty Ltd

**Medium**

80% Nylon Polyamide, 20% elastane (spandex or Lycra)

**Dimensions**

Clothing size: 10

**Name**

Swimsuit

**History**

Approaching its 30th anniversary, the Jets label was bought and relaunched by Jessika and Adrian Allen in

2001. Designer Jessika Allen had previously completed a degree in Fashion Design and Textiles and a postgraduate course in Tailoring at the Istituto Marangoni in Milan. As a premium luxury swimwear brand, Jets upholds a standard of superior quality through its heritage of craftsmanship and unique design style. With an efficient and specialised distribution network, as well as an active interest in technology and innovation, Jets now operates at the forefront of Australian swimwear fashion. In 2009 the Jets brand is split into three collections consisting of the White label, the Black Label and the Blue Label. The White Label focuses on strong sexy and cutting edge silhouettes, while the Black Label emphasises sophisticated, elegant and timeless pieces. The Blue Label targets a younger and lighthearted swimwear market. From the 19th century Australians wore homemade bathing costumes based on overseas pattern books, or ready-made mail order swimwear. Retailers soon provided the latest fashions from British and American companies. By the 1930s swimwear was being mass produced by local knitting mills with brand names that reflected the Australian lifestyle- Challenge Racer, Sunkist, Penguin, Golden Fleece, Kookaburra, Top Dog, Seagull and Speedo. Australia's relaxed attitude to fashion has enabled swimwear and beachwear to become a focus of the Australian fashion industry. Innovative local brands have gained international recognition. Australian designers blend high-end fashion and performance swimwear with a leisure market that demands the latest fabrics, colours and styles. In the early 20th century most swimsuits were produced in wool. There was early experimentation with developing rib-like knits that were more elastic, followed by the use of Lastex, a rubber yarn that created a garment with less sag and drag.

In the 21st century, advances in textile technology have resulted in the development of wool jersey fabrics with a high compression Lycra component. Wool was the most elastic fabric available until the invention of synthetic fibres in 1938. Rib knit technology gave woollen swimming costumes their stretch - the knit stitch provided strength and the purl stitch stretch. The tight rib knit used for jumper cuffs was first used for men's rowing suits in 1913. The elasticity of these woollen rowing suits was the inspiration for the male swimsuit. The growing popularity of swimming inspired new fashions, manufacturing techniques and fabric technologies. The linear stretch of elastic enabled manufacturers to mass-produce figure hugging fabrics that provided greater movement and improved swimming performance.