

Basic Detail Report

ANMS0462

Title

Advertising material for 'Seagull' swimwear

Date

c 1937

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.