

Basic Detail Report



V00046037

Title

Flamingo Sands Lemon Roses triangle string bikini

Date

2009

Primary Maker

Flamingo Sands

Medium

Nylon, elastane (spandex or Lycra)

Name

Bikini

History

Melbourne-based label Flamingo Sands was launched in 2004. Designers Nicky Rowsell and Jane Hages have quickly developed a reputation for producing swimwear in luxurious, head turning prints with wild colour and a high

fashion edge. They have crafted a signature style that is immediately identifiable, taking the everyday swimsuit and splashing it with wild colour and head turning prints thereby creating a modern day style statement. Their cheeky, sexy and skimpy swimsuits are inspired by the swimwear Rowsell encountered during a trip to Brazil in 2003. Since 2004 Flamingo Sands has steadily grown in popularity in the Australian swimwear market, suggesting many Australian women have become more open to briefer cut swimsuits. Based in Melbourne, Flamingo Sands stock to mainly high end fashion boutiques, boutique surf stores in Australia and high profile department stores including Harvey Nichols (UK and Dubai), Fenwicks, Topshop (UK and New York City) and Selfridges. 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. Swimwear

designers have also become more groundbreaking with their use of bold prints, minimalist cuts and luxurious fabrics. 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 figurehugging fabrics that provided greater movement and improved swimming performance.