

Basic Detail Report



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Title

aussieBum 'Low Rider Viper' men's swimsuit

Date

2009

Primary Maker

aussieBum

Medium

90% Polyamide, 10% Elastane (Spandex, Lycra)

Dimensions

Overall: 220 x 395 mm

Name

Swimsuit

History

Designer Sean Ashby created aussieBum in 2001. Together with Guyon Holland, Ashby established a market for the classic nylon brief-style swimmers synonymous with Australian beach style. aussieBum is recognised as one of the fastest growing men's fashion brands in the world today, and has increased its product line to include underwear, leisurewear and sportswear. The 2009 collection is proudly designed and manufactured in Australia using the world's finest Italian lycras to offer a superior fit. Provocatively named aussieBum, the label's sometimes irreverent approach has positioned it as a darling of the media, ensuring massive global exposure. The company's philosophy is to always push the boundaries of what is acceptable. aussieBum has won numerous fashion industry awards including Exporter of the Year, Best Small/Medium Manufacturer of Australia and several awards for e-commerce. The brand is stocked in major department stores in London, Paris and Berlin, while its online store ships to more than 70 countries, embracing the opportunities of a global market. They are the only leading Australian swimwear label to sell their products exclusively by mail order and online catalogue. 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. 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.