



Amoena launches Spring/Summer 2017 Swimwear Collection

Key trends for Amoena's SS17 swimwear collection include a retro 1980s theme with graphic prints in bold, primary colours. Spots and stripes combine to striking effect in the Tavira set in a choice of navy and white or red and white. With a multiway bikini top to mix and match with either full bikini briefs with fold-down waistband or cute, low-cut, tie-sided briefs, the set also includes a versatile swim dress, tankini top with integral pocketed support and a glamorous one-piece with detachable straps.

Brights and sun-splashed florals are another strong influence in this collection, as seen in the gorgeous bright turquoise Madagascar swimsuit with its daring flower placement print, while the glorious pink-on-white orchid colour splash of the Delhi set offers a range of style options complemented by a stunning pareo cover-up.

Says Rhoda White, Amoena's marketing manager: "The SS17 collection has everything our customers expect from Amoena, including pocketed hidden support, high-performance fabrics that are chlorine resistant and designed to keep their shape, plus clever design features like multiway and strapless options that have traditionally been difficult for women to find once they've had breast surgery.

"Our swimwear caters for all women, with younger, flirty styles and daring design options like low-cut backs and bandeau tops to boy-leg, blouson and swim dress styles that offer a little more coverage. As ever, our swimwear is designed to hold a breast form safely and securely, but it can be worn by any woman – whether or not she's had breast surgery."

Ends