



Press release

On trend: high-quality luxury swimwear

- Glamorous swimwear from Wolford in a chic 70s or Victorian romance
- Lightweight, functional materials for a high level of comfort
- Shape & Control models complete the collection

Bregenz, 20 October 2013 – The summer 2014 swimwear collection from Wolford is inspired by elements of the main collection. Alongside a Victorian romance-chic – sophisticated drapery of the "Tabitha" range or the glamorous gold sequins on black fabric in the "Simin" range – the unmistakable 70s influence is also a key element. The large floral designs and colourful patterns of the "Nahla" range perfectly capture this style. Furthermore, all our swimwear models boast lightweight, high-quality and functional materials, making them ideal for summer wear.

The range features classic bikinis in halter-neck or bandeau styles, as well as a selection of low-cut bottoms, some of which reveal less and some more. A selection of elegant swimming costumes with Shape & Control function complete the collection and accentuate the female figure. The "Simin" and "Nahla" models, in particular, offer exceptional levels of comfort, as their use of innovative materials mean they don't require any underlining.

Colonial-ethnic chic to high-end glamour



Tabitha Swimbra Cup

The "Tabitha" range guarantees glamour on the beach. The classic, chic designs feature a matt look, whilst subtle folds accentuate the sophisticated cut. Both the non-wired "Tabitha Swimbra Cup" or the "Tabitha Swimbandeau" can be combined with the "Tabitha Swingtanga" with its attractive folded waistband.



Tabitha Forming Swimbody Triangle

Whilst the former's combination of drapery and a gold ring creates an elegant neckline, the latter's mix of stretchy materials creates subtle folds around the bandeau cups. Further variations on this style include a variety of different straps and models that feature a sophisticated golden metal clasp at the back.



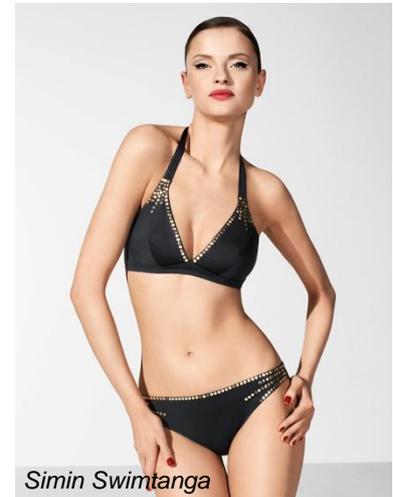
Tabitha Forming Swimbody Bandeau

[Wolford]

Additional summer highlights include the "Tabitha Forming Swimbody Triangle" and the "Tabitha Forming Swimbody Bandeau". Both feature delicate drapery made from high-quality fabric, which not only enhances your figure, but also perfectly frames the stomach and waist. For an alternative look, each model can be worn with different straps.

Sun worshippers with a taste for glamour will love the "Simin" range, whose gold-sequined designs on a black backdrop exude elegance. The material used is exceptionally fine and feels soft against the skin both on land, as well as in the water. The non-wired, classic shape of the "Simin Swimbra Cup" and the halter-neck design of the "Simin Swimbra" both look great with the attractive "Simin Swimtanga".

Completing the collection is the "Simin Forming Swimbody", which features decorative gold sequins that adorn the neckline. In addition to the classic cut, the functional material requires no underlining, ensuring a flattering figure both in and out of the water.



Seventies flower power

For those who love flowers and bright colours, Wolford's "Nahla" range for summer 2014 features six new high-quality pieces of swimwear. The summery designs with their lavish floral patterns are guaranteed to make a splash on any beach. The choice really is all yours as the low-cut "Nahla Swimtanga" or the slightly less revealing "Nahla Swimpanty" can both be combined with the classic 3/4-wired "Nahla Swimbra" or the non-wired "Nahla Swimbra Triangle"

bikini top. Further variation can be achieved by changing the straps on both bikini tops.

Both the unlined "Nahla Forming Swimbody Cup" and the "Nahla Forming Swimbody" swimming costumes feature hidden shaping effects, so you'll always look and feel great.

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Photo downloads:

Tabitha Swimbra Cup: <http://service.wolford.com/download/press/ss14/trend/89269.zip>

Tabitha Swimbandeau: <http://service.wolford.com/download/press/ss14/trend/89270.zip>

Tabitha Swimtanga: <http://service.wolford.com/download/press/ss14/trend/89271.zip>

Tabitha Forming Swimbody Triangle: <http://service.wolford.com/download/press/ss14/trend/89272.zip>

Tabitha Forming Swimbody Bandeau: <http://service.wolford.com/download/press/ss14/trend/89273.zip>

Nahla Swimbra: <http://service.wolford.com/download/press/ss14/trend/89274.zip>





Nahla Swimbra Triangle: <http://service.wolford.com/download/press/ss14/trend/89275.zip>
Nahla Swimtanga: <http://service.wolford.com/download/press/ss14/trend/89276.zip>
Nahla Swimpanty: <http://service.wolford.com/download/press/ss14/trend/89277.zip>
Nahla Forming Swimbody Cup: <http://service.wolford.com/download/press/ss14/trend/89278.zip>
Nahla Forming Swimbody: <http://service.wolford.com/download/press/ss14/trend/89279.zip>

Simin Swimbra: <http://service.wolford.com/download/press/ss14/trend/89280.zip>
Simin Swimbra Cup: <http://service.wolford.com/download/press/ss14/trend/89281.zip>
Simin Swimtanga: <http://service.wolford.com/download/press/ss14/trend/89282.zip>
Simin Forming Swimbody: <http://service.wolford.com/download/press/ss14/trend/89283.zip>

More information about our main collection can be found at:

<http://www.wolford.com/de/presseberichte-sommer-2013neu>

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About Wolford Aktiengesellschaft

Wolford AG, headquartered in Bregenz on Lake Constance (Austria), operates 16 subsidiaries and markets its Legwear, Ready-to-wear, Lingerie, Swimwear, Accessories and Trading Goods product segments in about 70 countries via more than 260 monobrand stores (own and partner-operated), approximately 3,000 trading partners and online. The Austrian company, which has been publicly listed on the Vienna Stock Exchange since 1995, generated sales of EUR 156.47 million in the 2012/13 financial year (May 1, 2012–April 30, 2013), and has about 1,600 employees. Since its founding in the year 1950, Wolford has evolved from a local producer of pantyhose to a global fashion brand in the segment of affordable luxury products.

www.wolford.com

