

Miradonna innovates the shaping swimwear industry, offering soft control and Italian flair

Launched in 2017 as a new soft shaping swimwear line for women of all curves and sizes, the **Miradonna S/S 2019** collection has fashion and innovation at its core. Riding the wave of the one-piece swimsuit trend, this innovative collection exclusively features one-piece swimsuits, made in the proprietary sculpting Mirashape fabric, for a slimming effect and a comfortable fit.

Each swimsuit is paired with a matching cover-up for a total summer look.

Aptly named after Ancient Greece goddesses, each swimsuit is a unique piece of design. Though some of the silhouettes are core designs and represent continuity styles, they do vary from one another for print placement, pattern, colour and details, banning repetition from Miradonna's world.



Including a plethora of trends, the new S/S 2019 Miradonna collection provides variety and choice to the modern woman, freeing her from the need to fit into one segment or style. Whilst there are several themes inspiring the line, the common ground remains the natural femininity embodied by Miradonna's core message "Embrace your beauty".

The **70's** era peeks into the Miradonna S/S 2019 collection with the use of earthy and warm colours such as an intense mustard yellow, a vivid merlot red, a deep chocolate brown and a blueberry purple. These are the new tones of the **Mirabasics**: a group of must-have solid swimsuits available in either black or in the 70's inspired shades. Drawing from the 70's is also the next group, names **Side Swipe**, which features a multicolour micro-print, reminiscent of world of tie patterns.

Echoing the 80's and lightly reminiscent of Basquiat's art, **Taste of Nairobi** is a beautiful group of swimsuits made with a delightful print which blends graphic effects and vivid colours such as brown, purple and ochre, which are the leitmotif of this collection.

90's make a comeback in this collection with a group of colour-block swimsuits, the **Miracolors**, which hint at the sheer minimalism and the three-colour trend so popular in that decade. The combination of a bold blue, white and black or a deep brown create powerful colour games, which enhance and sculpt the female beauty.

Through a journey back in time, the collection moves onto echoing the art at the start of the century. The ultra-sophisticated **Art Nouveau**-inspired flower print plays with the world of interior design and contemporary art, offering an elegant and sleek swimwear group in dark blues with hints of ochre.

The patterns by English illustrator Audrey Beardsley are the inspiration for the next group of flower printed swimsuits, the **Wild Orchid**, which juxtapose a romantic maxi orchid flower on a black and white ground, creating a vaguely oriental design.

Delivering an even more interesting splash of colours, the **Jaipur Breeze** is a swimsuit group re-interpreting Indian paisley prints in a softer tone with hints of warm brown, orange and white. Inspired by India is also the **Art of Kerala** group, a set of swimsuits, which mix an animal print effect with light touches of purple colours.

If time travel and exotic destinations seem to be the trend of this collection, it is really femininity and subtle sensuality the key factor of this line. Following the strong success of the previous seasons, Miradonna presents a new version of the ever popular **Mirachic** group – a set of elegant swimsuits, which combine sheer and solid fabric for a revealing, alluring look. For those seeking an ultra-sensual and lightly daring style, the all black **Nude Look** swimsuits offer even more to the wandering eye with the use of stylish and revealing inserts of slightly see-through net fabric. For a more glamorous, standout look, the **Celebrity cruise** group combines a shimmering striped textured fabric with solid black for an ultra-elegant summer outfit. A sequined black flower further enlightens these all black swimsuits.

The real novelty of this collection however is the addition of two new black dresses, named **Black Necklace**, suitable from day pool parties to evening aperitifs and embellished with elaborate and elegant sequined necklaces.