

VACANZE ITALIANE

Vitamins collection

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VACANZE ITALIANE is proud to launch VITAMINS!

This new collection of swimwear and coverups is bursting with energetic styles and sassy prints which channels a young aesthetic echoing a **Californian beach vibe**.

The brand is born from Vacanze Italiane which, since the 2000's, has been combining high quality design with an Italian flair, resulting in fabulous swimwear and beachwear.

The new Vacanze Italiane Vitamins collection translates the glam of the parent brand into a set of entirely new and playful silhouettes. Swimsuits are designed with a US West Coast influence, visible in the low scooped backs and the high leg cut. The innovative bralette and triangle tops are either paired with hipster briefs or ultra-skimpy Brazilian-cut briefs creating the ultimate hip pool-side look.

Print-wise the collection features a variety of new and **psychedelic micro-patterns** ranging from a floral to animalier and paisley themes. Each printed group has its matching must-have halter-neck flared dress. Additionally, the all-female design team at Vacanze Italiane has created a must-have capsule of swimsuit coverups made with a **unique and innovative dyed lace** for a sheer beach look. Available in an extraordinary range of solid colours these soon-to-be cult swimsuit coverups include strappy 90's style mini-dresses, draw-string shorts, flair-leg beach pants and flirty sarongs.

Bringing in a new sense of freshness in the swimwear world, all of the silhouettes are also available in bold and bright solid colours ranging from buttermilk to butterscotch or fuchsia to name a few. With a loungewear influence and for a softer look, the collection also features **Serenity**: a group of textured solid colour styles in softer and more calming tones such as lilac, Provence blue and midnight black.

The new collection will make its debut in Florence at the Maredamare show happening from the 23rd to 25th of July. The AFS-international, which owns Vacanze Italiane and the new brand, celebrates its **70th anniversary** this year.

Check out our SS23 preview [here!](#)