SUMMER FASHION

By: Peggy Benua *Miami Beach Visitor and Convention Authority Board Member*

Summer is in full swing on Miami Beach! In addition to the summer vacationers visiting from all over the world, our city is preparing to welcome fashionistas and celebrities who will come to view the latest and trendiest swimwear lines. What could be more fitting for Miami Beach in summer than models in bathing suits?

The Swimwear Association of Florida brings its **2013 SwimShow** to the Miami Beach Convention Center starting on July 21st for 4 days. This is the largest swimwear tradeshow in the world featuring nearly 2,000 brands. SwimShow offers buyers the opportunity to get a first look at the latest designs for the coming cruise season. This year also includes lingerie and an expanded selection of designs for men and children. Running July 21 – 24 with over 9,500 attendees expected; 80% of whom will be from out of town staying in our hotels and frequenting our restaurants.

Mercedes-Benz Fashion Week Swim 2012 begins its 7th year in Miami Beach July 19 – 23 and is headquartered at the Raleigh Hotel. Five days of "invitation-only" shows and events will see over 12,000 journalists, photographers, buyers, and VIPs pass through two full runway venues. The activities kick off with a sizzling runway show by **Diesel** and the Official Kick Off party presented by SKYY Vodka around the iconic **Raleigh pool.**

In case you are in the market for a new bikini there are some events that are open to the public for those who wish to get in on the Swim Week action.

Funkshion fashionpalooza will present shows in tents set up in Collins Park (between 21st and 22nd on Collins Avenue) and The Setai Hotel July 14 - 17. Then from July 20 - 22 there will be a "sample sale" featuring 20 designers at the tents set up between the W Hotel and The Setai.

Local Designers will be spotlighted in a temporary "pop-up boutique" in Coco de Ville lounge at The Perry Hotel on Saturday, July 16th from 6 p.m. to 10 p.m. It is free and open to the public. Adriana de Moura, one of the stars of Bravo-TV's "Real Housewives of Miami" will launch her line of sunglasses, Adriana by Selima along with lines from other local South Florida designers.

On July 15th at 9pm the South Beach Men's Show is scheduled to take place at Gemma Lounge on Lincoln Road. Tickets are $30 and are available at www.SoBeMensShow.com. Actor and R&B singer Terrell Carter will also perform songs from his latest album.

One of the newest events this year is a two-day luxury sample sale that is open to the public. The event is being hosted by Salon Allure and will take place at the **W South Beach** on July 21 and 22 in the hotel's Great Room. All proceeds from the sale will benefit **Miami Children's Hospital Foundation.**

After picking up your new swimwear, join us at Dream South Beach for a fabulous cocktail at the rooftop High Bar!