

BRAND BOOK
**BANANA
MOON**

californian sunwear

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In 1984, Daniel Flachaire, his wife Veronique and Bernard Donati met Nat Maori, a young designer from California. Their multicultural backgrounds inspired them to create a unique beach lifestyle brand and they quickly embarked on a journey to launch Banana Moon.

The brand is a fuse between European know-how, dedication to the highest quality combined with Californian sense of style and creativity. Banana Moon quickly became one of the most recognized European swimwear brands and is now distributed in more than 50 countries around the world.

The collection has grown to include beachwear, ready to wear and beach accessories in addition to the iconic swimwear line. The brand can be defined by its colorful prints, trendy style and casual look with a sexy twist. We are all about chasing the sun at the beach & catching the waves in style!

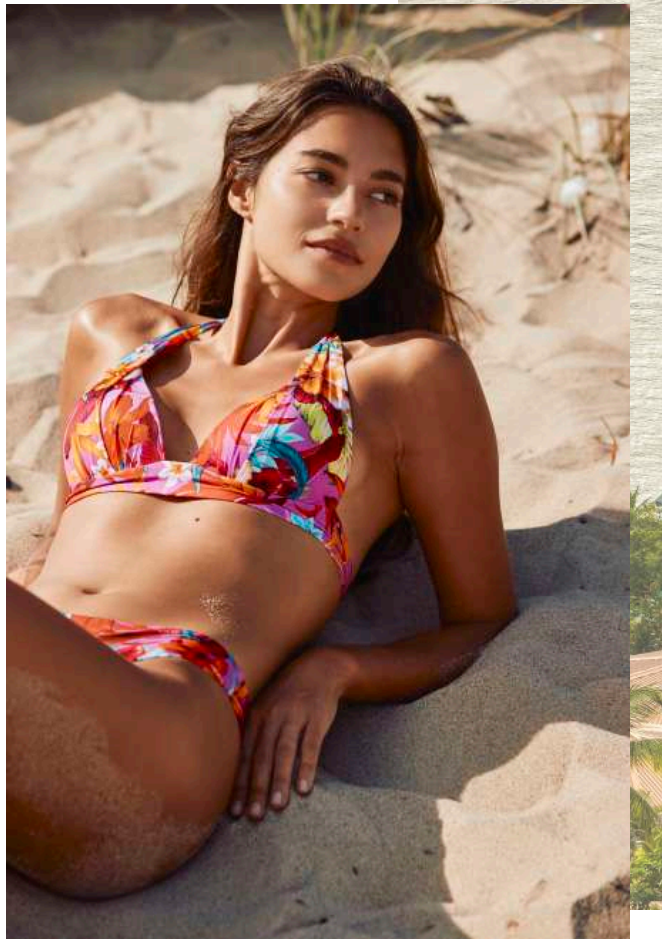
In 2006 Banana Moon launched Banana Moon Couture. The brand has been partnering up with several designers with a high fashion and ready-to-wear background bringing innovation and a unique style to this label. Banana Moon Couture focuses

on luxurious fabrics and distinctive details to achieve a stylish and flirty look.

Inspired by the Millennial generation, Banana Moon Teens was launched in 2012. The line has a very urban and a sexy athletic look. Banana Moon Teens is getting a lot of attention from fashion forward stores and magazines around the world. Bold statement prints and vibrant colors define this label.

**CHECK OUT OUR DIFFERENT LABELS ONLINE
AND BE INSPIRED BY BANANA MOON'S ENDLESS
SUMMER JOURNEY!**

LIFE IS BETTER AT THE BEACH



Nat Maori, the original designer, infused our collections with a Californian state of mind when the brand was first launched. Since then, there have been numerous collaborations with designers living in California.



Banana Moon is aimed at this «New Cool Girl» who no longer feels under any pressure, has a sexy style, cool attitude and is focused on «a better way of living».



COLORFUL

Cool

Fresh

SUNNY

THE BANANA MOON COLLECTIONS ARE SEGMENTED INTO 3 BRANDS,
CORRESPONDING TO DIFFERENT CUSTOMER STYLES.

BANANA MOON

californian sunwear

The main line, which conveys the very essence of the brand.
Colorful, on trend and feminine, with a fun,
sunny style and a touch of sexiness.

ENERGY

COLORFUL SEXY

RELAXED

TRENDY

COOL ATTITUDE





REFINED MATERIALS

MINIMAL STYLE

PREMIUM

CHIC DETAIL

BANANA MOON

Couture

BM Couture works with innovative materials with refined details.

We love the minimal and modern style of the swimsuits of this line.

BM Teens evolves in an urban, sporty and resolutely fun universe. The collection is highly successful, with bold blends of colours, graphic designs and innovative cuts. The products are available from size XXS.

BANANA MOONteens
#like#follow#share#friends



MIX & MATCH

SPORTY

PEPS

GRAPHIQUE



Maggie Rawlins

Meet Maggie, the American bombshell from South Carolina who also happens to be a registered nurse. After graduating from nursing school and attending charity mission trips internationally, she was scouted to become a model and decided to give fashion a go. Over the years she landed front page magazines such as GQ, Sports Illustrated and countless beauty and fashion campaigns. During the pandemic she saw the opportunity to put her training in good use and when she heard about the need for volunteers she applied to work in a hospital in Queens.

We were very excited to work with and get to know Maggie during our summer campaign. We fell in love with her inspiring generosity, her kindness and bubbly personality.

BANANA MOON MUSES



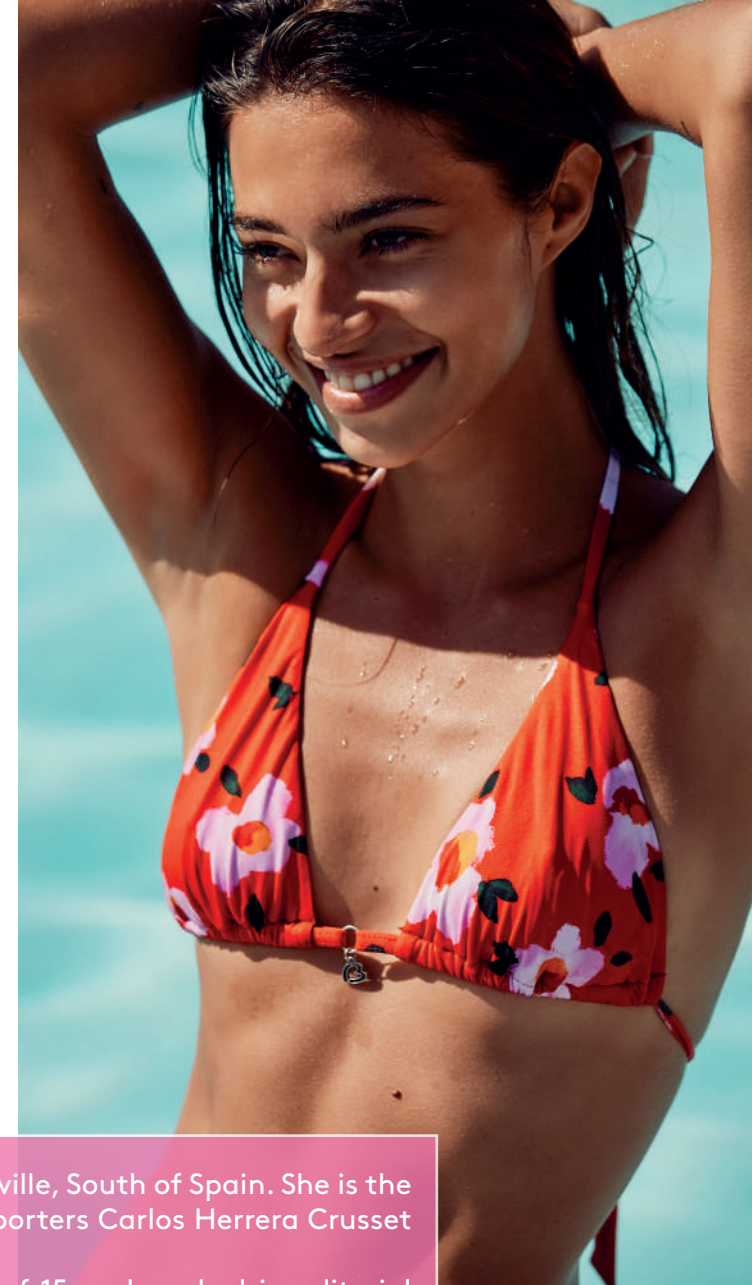
Michelle Dantas

The Brazilian beach babe, Michelle Dantas has taken the international modeling world by storm. Having worked with the best photographers and fashion company in the industry. Getting to know Michelle was such a great experience.

During our trip to Montauk, we loved to spend our days with her at the beach or hang out by the pool. She is happy by the beach and her smile is contagious!

Her passion for the outdoors inspired her to explore nature in the past few months across the USA. Nothing better than enjoying a surf session in California, a hike in Zion Park Utah and countless sunsets. You can follow her adventures on Instagram.

BANANA MOON
californian sunwear



Rocio Crusset

Rocio is an emerging model from Seville, South of Spain. She is the daughter of the famous Spanish reporters Carlos Herrera Crusset and Marilo Montero.

She started her career at the age of 15 and worked in editorial advertising for Harper's bazaar, GQ, Vogue and Elle. Alongside her flourishing modeling jobs, she worked towards a dual degree business and marketing. To her health and happiness are the real goad of life and we couldn't agree more!

Follow Rocio on her trip to Montauk, NY with us enjoying summer sun and surfers' vibes.

BANANA MOON

Couture

Aga Wojtasik

Born and raised in Poland Aga shot Banana Moon Couture summer campaign in the Hamptons. When talking about her career, Aga says that she never saw a future as a model. But one day she received a contract to work in Japan and as she always had a passion for travel she took the opportunity to build her career as a model. Becoming a model helped her build her personality, achieve self confidence. She values positive thinking and wants to stay authentic and true to herself. Besides her modeling career she is dedicating time to her passion to wellness and nutrition and is following a course to become a nutritional practitioner. One of her main goal as a model is to have a voice and raise awareness of climate change.

BANANA MOONteens
#like#follow#share#friends

Kathryn Carter

Kate is the new face of Banana Moon Teens ! The American model was recently discovered while playing volleyball on a high school travel trip. She since has been signed by several agency and begun her career. She loves to enjoy fun activities by the beach and she was so much fun to work with. While shooting Banana Moon teens summer campaign in the Hamptons; we went from surfing , skating to rollerblade. Her lively, joyful and active personality made her the perfect face of Banana Moon teens.



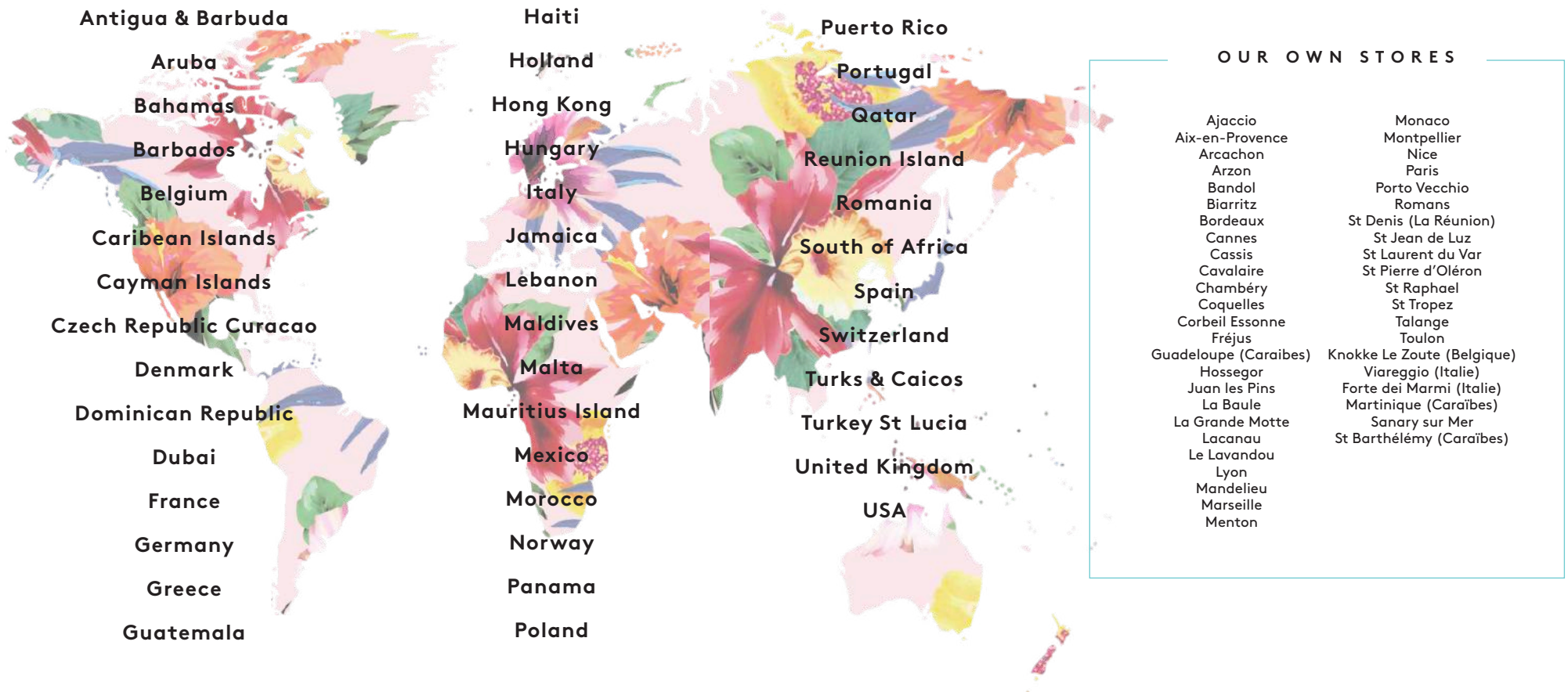
Worldwide distribution

Banana Moon has established itself as a leading brand in France and further afield and is available in over 30 countries.

The brand is distributed via 2,400 multi-brand retailers but also in concessions in department stores such as Galeries Lafayette, El Corte Ingles, Printemps, La Rinascente, Breuninger, Magasin du Nord, Debinjenkorf, Attica, Inno, Ahlens, Harvey Nichols...

Banana Moon is also online with the Yoox/Net-à-Porter group, Victoria's Secret, Place des Tendances...

There are also 50 Banana Moon stores and this network is likely to grow in new markets.





Banana Moon is a swimwear specialist that has become one of the brands that sets the benchmark for the sector.

The **Banana Moon** style has established itself over time based on 3 key strengths:

1

A PERFECT CUT

2

AN HIGH TECHNICITY OF
THE FABRIC

3

AN EXCLUSIVE DESIGN

PRODUCTION LINE

KNOW-HOW

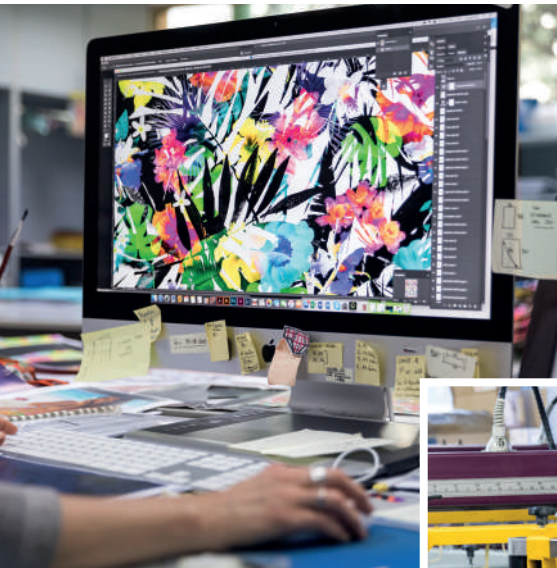
QUALITY

REACTIVITY

All of our fabrics are manufactured in Italy, Spain or France.

The pieces used in the manufacturing of our swimwear garments are cut out solely within our workshops.

From design to production of prototypes, every stage in the manufacturing process is centralised within our workshops, based at the head office in Monaco: over 2 000 m2 spread over 4 departments.



Design and pattern making with a team of 15 designers and pattern designers.

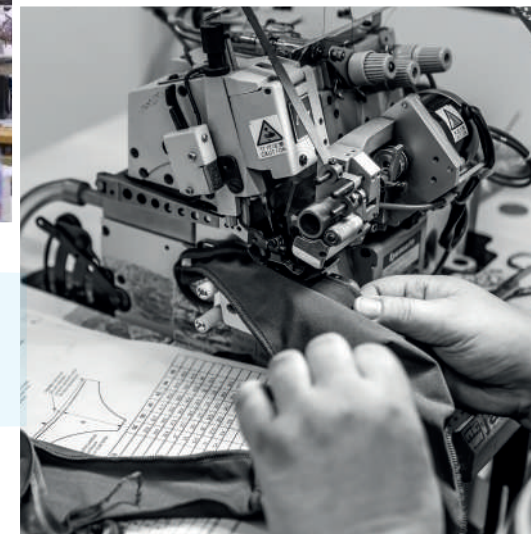


Cutting workshop equipped with high-tech machinery. This workshop allows us to cut out everything we produce, so we control the cut of our products.



Dedicated screen printing area equipped for largescale production.

Workshop with ten couturiers, to assemble the pieces and who work constantly on research and development for new cuts.



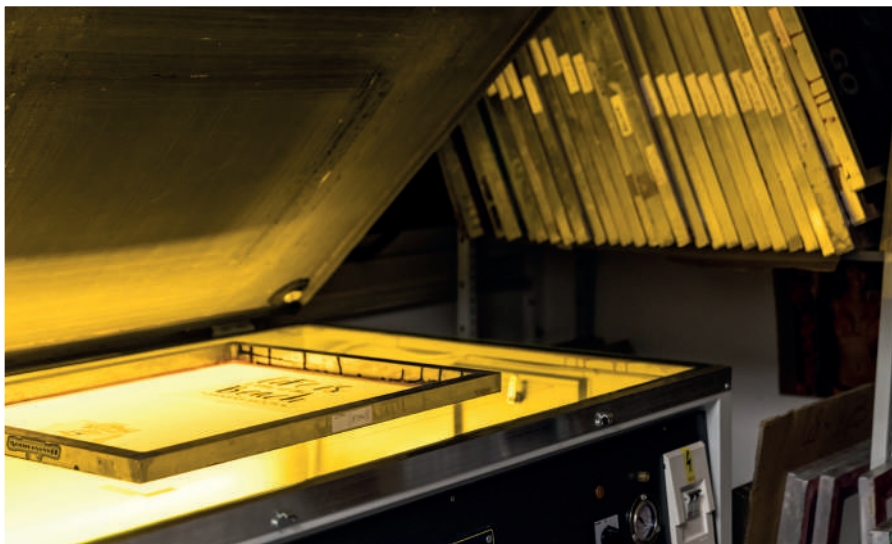
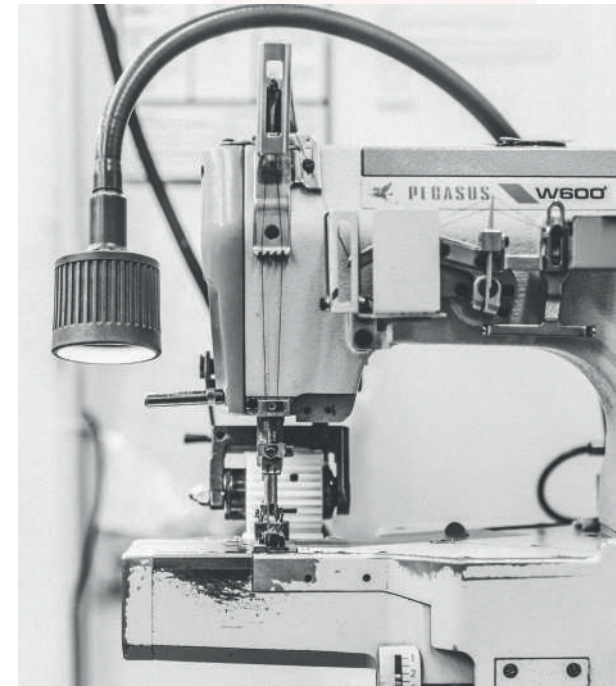
PRODUCTION LINE

The production is a laboratory of ideas facilitating technical and conceptual innovations.

Our creative teams have a tremendous capacity for responsiveness and can control and adjust each pattern for an impeccable cut to meet our quality standards. Once the prototypes comply with requirements, they are used as a basis for reference in the manufacturing of the collections in our partner factories in the Mediterranean basin.

Banana Moon is capable of producing a swimwear line between 3 and 4 weeks.

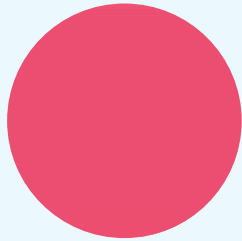
So the brand can react to trends and any stock shortages.



EXCLUSIVE DESIGN

One of the brand's strengths is also based on in-house creation of its own designs. Each season, a design team made up of 15 people creates exclusive styles which have contributed to the brand's renown and success.

The DNA of Banana Moon asserts itself, from season to season, with inimitable style.



SOLID COLORS

Representing solid colors swimwear is the key element of our collections. Textured materials, favorite details, the solid color is the essential product of our collections.



FLORAL PRINT

Colorful, monochrome, graphic or romantic flowers. Each year Banana Moon reinvents the floral print.



ETHNIC PRINT

Often inspired by travels and local cultures, the Banana Moon team revisits the ethnic printing. Developed with deep colors to give it its original peps or associated with other prints, the ethnic print makes its comeback.



STRIPES

Fine stripes or graphics, the stripes print is a timeless swimsuit. It has been present in our collections since 1984.



JEWELS & EMBELLISHMENTS

The jewels and embellishments on our swimwear are a 100% in-house creation and are exclusive to the brand.

EARTH GENERATION



ENVIRONMENTALLY RESPONSIBLE

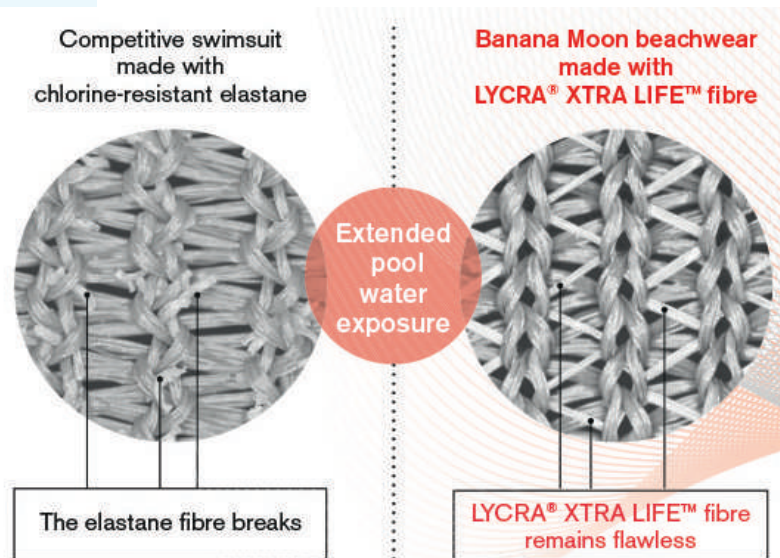
Banana Moon launches this season, with its Italian fabric patterns, an eco-responsible line. The fabrics are made in an environmentally friendly way and are made of 100% recycled polyamide. To do this, the manufacturing process is committed to a promise of reducing CO2 emissions and reduced water consumption. It is important for Banana Moon to meet the needs of women who want to take another step towards eco-responsible consumption, while remaining true to Banana Moon's DNA by offering a modern style, and respecting the quality and comfort requirements of the brand.

TECHNICITY OF THE FABRIC

Banana Moon attaches primary importance to the quality of its fabrics and, with the benefit of its long experience going back over 30 years, the brand has developed partnerships with the best manufacturers.

All our fabrics are made in Spain, Italy or France.

STANDARD FIBRE VS LYCRA XTRA LIFE FIBRE



LYCRA® XTRA LIFE™ fibre is protection for your Banana Moon beachwear: it helps resist fibre breakage, so there's no bag and sag, and it looks like new for longer!



LYCRA XTRA LIFE TECHNOLOGY

XTRA LIFE is an intelligent fabric that perfectly matches the requirements for use in swimwear.

This fibre has been specially designed for clothing exposed to water and extreme conditions. It allows production of a fabric that offers particularly good water resistance over a long period of time, so the fabric retains its shape, ensuring the swimwear garment is just as comfortable as it was when new.

This fibre also ensures that colour quality is maintained, despite repeated exposure to sun, seawater or chlorinated water in swimming pools, so the swimsuit's print remains resistant over time and retains its quality exactly as on the first day.

TECHNICITY OF THE FABRIC

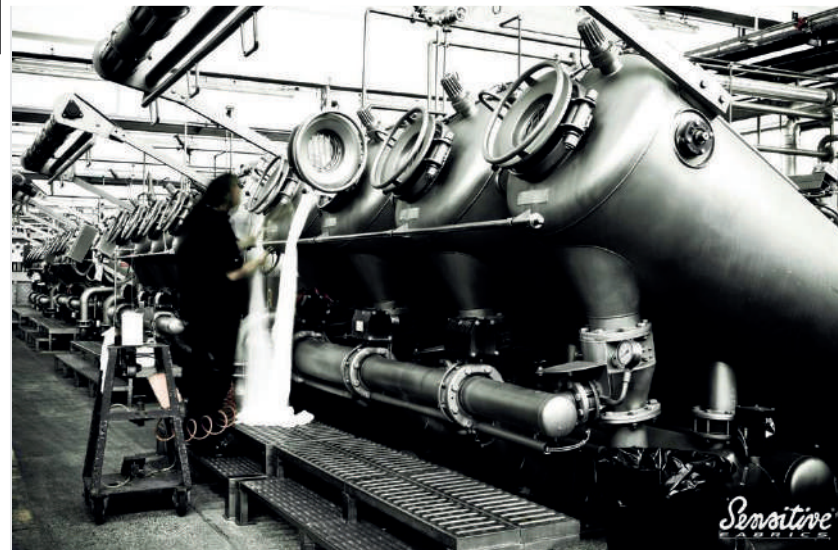


TECHNOLOGIE SENSITIVE

Sensitive technology is an assurance of quality in the manufacturing of swimwear.

This fabric guarantees a much longer garment life than for fabrics that are traditionally used in this market. So over time, the fit and appearance of the swimwear remains unaltered, colours keep their intensity and comfort is assured, use after use.

This label is an assurance of the brand's commitment to sustainable development and the protection of the environment.



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