



*A JOURNEY  
OF  
A SWIMWEAR LINE*





## ***A JOURNEY OF A SWIMWEAR LINE***

*Swimwear is one of the most competitive industries in the fashion world.*

*At Lemar, we've worked with hundreds of designers and brands to help them launch or expand their swimwear collections. This wide range of experience has taught us a lot, and before diving into the various fabrics used in swimwear and their benefits, we want to share with these key guidelines what we've learned from those challenges.*

*Remember that summer and swimwear go hand in hand. So, whether you are spending a holiday on the beach, enjoying some time in the pool, or surfing big waves, you should look great, and feel great!*

*Although comfort is major, bear in mind that a dash of elegance is essential!*

*As summer approaches, it is time to start developing your swimwear collection!*



*First things first!*

*Let's talk about sustainability*

*To date, there is no universally agreed definition of sustainability. In fact, there are several viewpoints on this concept and on how it can be achieved. Most of them define sustainability as “means meeting our own needs without compromising the ability of future generations to meet their own needs”.*

*Swimwear fabrics are made of synthetic fibers.*

*We realize such fabrics don't have the level of sustainability that we wish they had but, honestly speaking, there's no other way to make a proper swim short and we can't fairly compare such fibres to anything natural!*

*Fortunately, there have been so many innovations within the textile industry, meaning that sustainability no longer has to compromise styling. Upcycling plastic waste into a high-quality 100% recycled / biodegradable yarn has been our Eco choice to replace virgin filaments. By choosing these alternatives, our fabrics do not lose the same durability and strength as conventional fibres, yet we all seriously diminish their ecological impact.*

*Another way to reduce fashion waste is to extend a garment's life. Lemar fabric development philosophy is focused around long-lived fabrics, versatile performance, minimalist constructions and that is why sustainability is also longevity for us.*

*Having several sustainable options to choose from, you, as a conscious brand, will help us to shape the future of the fashion industry.*



# Styling

*We may say there are four main types of swimming shorts for men*

## *Jammers – Briefs – AQUA SHORTS– Swim Shorts*

### ***Jammers***



*are knee length and close fitting, and have become popular among professional athletes for their characteristics, which can aid performance in the pool.*

### ***AQUA SHORTS***



*are a middle term between jammers and briefs, offering a bit more covering than the brief yet less drag than the jammer. Like briefs this styling is the same as we usually find in underwear!*

### ***Briefs***



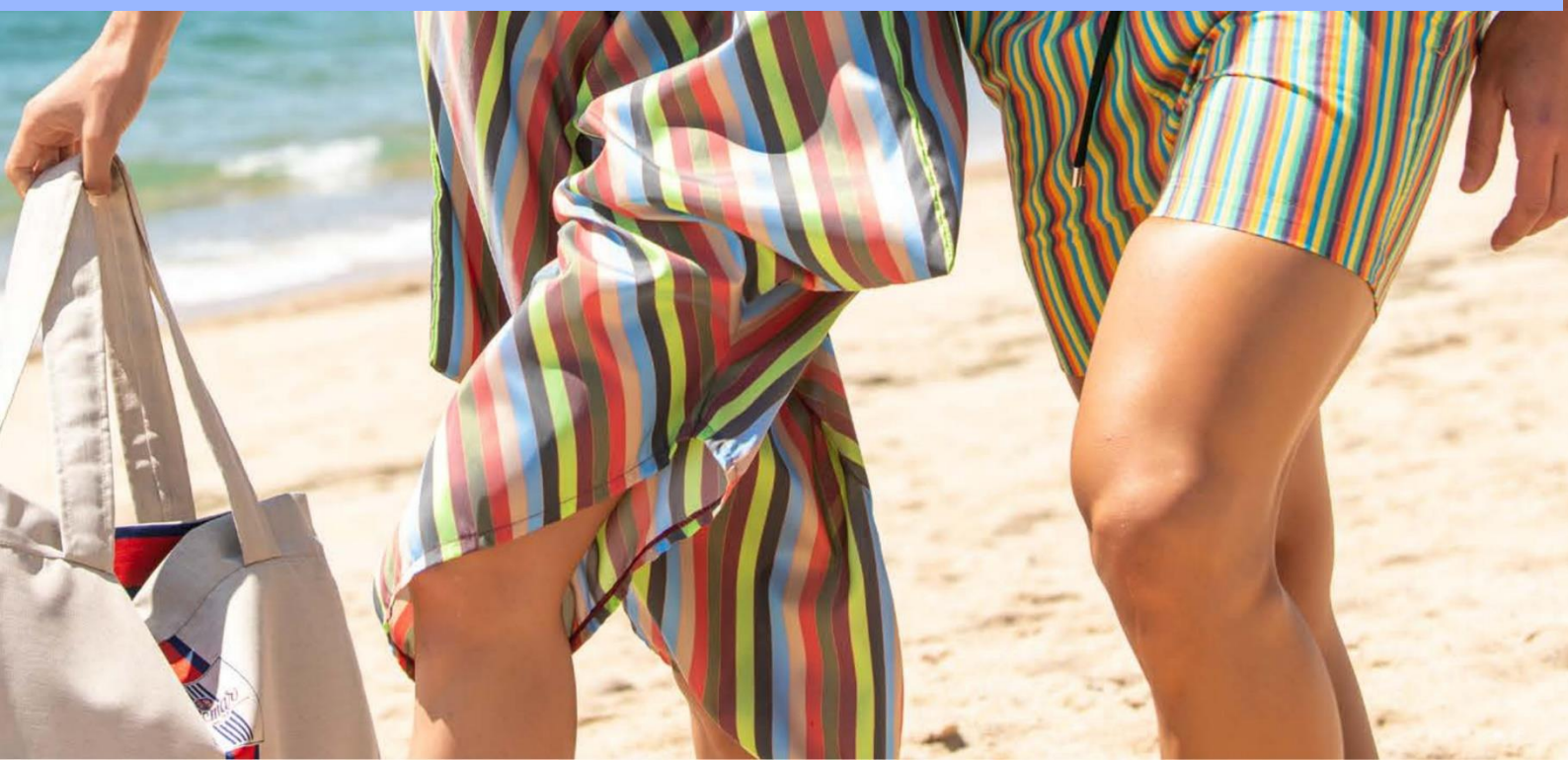
*are the classic swimwear style. They tend to be close-fitting with minimal fabric.*

### ***Swim Shorts***



*are the most common type. They usually are light-weight shorts that stop at varying distances above the knee and it can be identified by their loose, relaxed fit. Chances are that you'll spend a great deal of your summer time in swim trunks.*

*Our fabric range is matching this direction.*







## *The Fabric* ✂

*Like in any clothing collection, fabric choice is key!*

*Our customers expect their swimwear to be of high quality, comfortable, functional and made of eco-friendly fabrics.*

*To bring together such details, we have been carefully designing our collections with responsible source and yarn choice, eco-labels and fibre-to-fibre technologies.*

*These technologies have improved positively the features of the fibres selected, helping us to develop fabrics with better performance from an environmental perspective.*

*Actually, most of our fabrics are woven with 100% upcycled and biodegradable yarns!*

*We realize there will be more steps to be taken, but we have accomplished considerably, and we are working every day to increase our sustainable fabric options.*

*Because We (Eco) Care!*

# *The Fabric* ✂

*Selecting the right swim short material should reflect your goals and expectations.*

*So, let's have a look at the 2 most common types of fabric for swimwear that you can find in our*

## *ECO RESPONSIBLE COLLECTION*

### *Polyester*

*Besides being a highly versatile man-made fibre with properties that make it excellent for swimwear, polyester is the major choice of most designers.*

*The main features of polyester fabric are:*

- |                                  |                                     |
|----------------------------------|-------------------------------------|
| <i>* Strong resilient fibres</i> | <i>* Soft and comfortable fit</i>   |
| <i>* Durable</i>                 | <i>* Abrasion/pilling resistant</i> |
| <i>* Quick drying</i>            | <i>* Holds its shape</i>            |
| <i>* Launders easily</i>         | <i>* Perfect for sublimation</i>    |

### *Polyamide*

*Also known as Nylon it is also very popular among swim users.*

*Being the obvious fabric alternative to polyester its main advantage is its durability, making it an especially reliable material that's proven to remain strong through endless wear and washes.*

*However, it does not hold colour as well as polyester.*

*Characteristics of polyamide fabrics are:*

- |   |                            |
|---|----------------------------|
| <i>• Exceptional strength</i>                               | <i>• Good drapeability</i> |
| <i>• Abrasion-resistant</i>                                 | <i>• Easy to wash</i>      |
| <i>• Durable</i>  |                            |
| <i>• Fast drying, low moisture absorbency</i>               |                            |
| <i>• Static can be a problem</i>                            |                            |
| <i>• Poor resistance to continuous sunlight</i>             |                            |
| <i>• Not recommend for sublimation printing in any case</i> |                            |

# The Fabric ✂

*Among POLYESTER eco-friendly labels, we'd like to introduce you to our fabric options woven with Seaqual™, Newlife™ and Yarnaway™ fibres:*

## SEAQUAL INITIATIVE

*Innovation, Sustainability.*

*Our Seaqual fabrics are made of high-quality 100% post-consumer recycled polyester yarn containing Upcycled Marine Plastic.*

*This marine litter is collected directly from our oceans, coasts and estuaries by ocean clean-up initiatives.*

*Seaqual Initiative allows us to re-use plastic waste and to subsequently give it a second life in the form of fibre. Having a lower environmental impact than standard polyester since it uses fewer virgin materials, it has the same advantages as conventional polyester: it is quite durable, lasts a long time and dries quickly.*

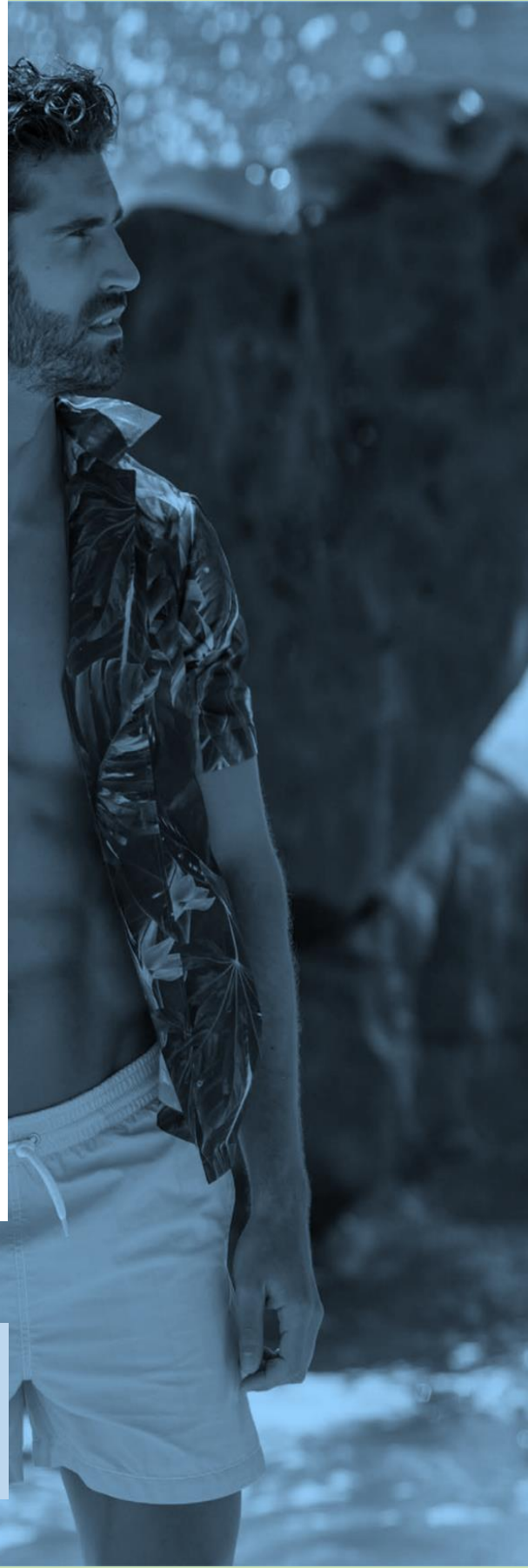
*Being one of the most innovative sustainable fibers in the market, it is an amazing tool in the fight to make the fashion industry more circular.*

*Using fabrics made of Seaqual is not just about recycling Marine Litter PET, but you are helping to clean the oceans of all types of waste, plastics, metals, glass, rubber and mixed material waste!*

*For every tonne of marine litter PET we upcycle, it's estimated that a further 6 to 10 tonnes of other waste is also removed from our oceans.*



***Avoid choosing fabrics with textures for your swimwear. You can easily get tears or snags in case you sit in rough places (like stones at the beach)!***





# The Fabric ✂



*Our NewLife fabrics are made with yarns completely derived from recycled post-consumption plastic bottles collected from landfills. NewLife yarns goes beyond recycling, NewLife is upcycling plastic into premium yarn.*

*These yarns guarantee the same level of performance and quality as virgin yarn. Thanks to its unique production process, NewLife contributes to a significant reduction in CO2 emissions (-32%) which impact global warming, while also ensuring water (-94%) and energy savings (-64%).*

*NewLife creates a circular economy that significantly reduces ecological footprint!*



*One of the most innovative options for lowering the quantity of plastic waste that ends up in landfills is biodegradation. Our Yarnaway fabrics provide a one-of-a-kind option for boosting biodegradation in biologically active landfills.*

*Polyester is estimated to take about 300 years to decompose in the environment.*

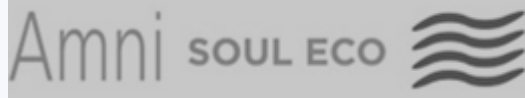
*Yarnaway yarns dramatically reduce the decomposition period to an estimated time of 3 to 5 years!*





# The Fabric ✂

*The options we suggest in our Eco Polyamide range are:*



## *Polyamide with enhanced biodegradation*

*This fibre is the world's first polyamide 6.6 formula yarn with improved biodegradability offering the ability for garments to degrade ten times faster than other fibres, making fashion truly eco-sustainable.*

*Our fabrics woven with Amni Soul Eco yarns substantially reduce the impact on the environment and the amount of waste that is passed on to future generations.*



*Sensil EcoCare yarns are made from recycled post-industrial waste. This premium Nylon 6.6 fibre delivers outstanding performance, style and longevity for swimwear. The production process of this yarn minimizes waste, reduces energy consumption and conserves valuable natural resources.*



***If possible, avoid wearing the same swim shorts more than once in 24 hours!***



# *The Range*

*Selecting the right swimwear for your brand is no longer a problem. You can find over our range plain solids, bases for printing and stripes.*

## *Plain Solids*

*Available in multi-commercial colours and weights, our plain solids are always the first option for swimwear. They combine the magic of eco-sustainability, sophistication and performance, bringing you a winning trend.*

*Focusing on a precise aesthetic, a casual and dynamic look is dominating our offer where function and fabric weaves (taffeta's, twill's, etc) come together inspired by a sport spirit.*

*There isn't any MOQ requested for any colour presented on our fabric hanger. In fact, if we have it in stock service your customers can buy any length available. If we do not have it, and no one else is ordering it, a MOQ of 350 meters should be ordered. If the requested color is considered a commercial one, we will make it for less than MOQ but it is subject to confirmation.*



*For bespoke colours, the MOQ is 350 meters. A lab dip is developed against a Pantone reference or a physical swatch. Due to technical reasons, we do not have the capacity to make sample colour lengths.*

*After being approved, we have to move directly to bulk production.*



## *Prints*

*(or the bases for them)*

*Our printed swimwear is a highly versatile line offer in terms of MOQ, design/colours you can wear them with, as well as a short production deadline. Welcome to my favourite range!*

*In fact, working with inspiring brands and giving life to their printing designs is something we love to do!*

*Design is where the magic happens, right? They come in all colours, shapes, sizes and target many different markets! So, let's find out the right fabric base for your design and take it to new heights!*

*If by chance, you're not a skilled designer, you do not need to take the long road! We will find someone to illustrate your ideas and to help you realize your fabric printing project!*

*We use the most popular method for printing in the custom clothing industry, Sublimation. Besides being a flexible technique, it is an eco-friendly process with no water needed in all steps whatsoever, hence no water pollution.*

- *For swimwear, we strongly recommend 100% polyester;*
- *MOQ of just 30 meters per design/print!*
- *A competitive way to be different among equals and to communicate the value of your collection to your customers*
- *This is a “must” option for any brand size!*





## *Stripes*



*Our Yarn Dye stripes are no doubt the star players in an innovative and unconventional collection!*

*Inspired by the fact that our beach tends to be with stripes, we brought a new approach to Swimwear which will give your summer days a cool boost. Whether you're lounging on the beach or swimming in the sea, you can take your summer style to the next level.*

*Woven mostly with Eco-labels, we invite you to meet our blend of Seaqual™ recycled Polyester with Lenzing™ Ecovero™ Viscose. Derived from certified renewable wood sources using eco-responsible production and, by this action, contributing to a cleaner environment.*

*Beautiful texture, soft hand feel, and assured traceable quality.*

*Besides our proposals, we can develop your own Yarn Dye stripes combinations with a MOQ of 100 meters.*



## *The Mesh Lining!*

*All Swim trunks should have an inner mesh lining for support and added comfort for men's softer parts!*

*Acting as the separation between the outer fabric and your skin promotes efficient drainage while you are in the water. Breathability is also a key factor as it allows your skin to feel as cool as possible.*

*We have a fine choice of mesh linings with Seaqual™, Newlife™ and Yarnaway™ which have been designed with your comfort in mind.*

## *Swimwear Care Guide*



*If you want to enjoy your swimwear for a long time, you need to take proper care of it. Here are some tips:*

- ✓ *Rinse your swim shorts with cold fresh water after each time you wear them! Take extra care when you wear it in chlorine environments (Swimming pools, Jacuzzi's, or Spa's). Allow the swim shorts to soak in fresh water for 30 minutes to remove these chemicals;*
- ✓ *If you use a machine wash, choose a delicate cycle at 30°C with a mild detergent and wash it with similar colours;*
- ✓ *No bleach or fabric softeners. Do not twist or wring out your swim shorts to remove excess water. Gently squeezed out instead;*
- ✓ *Turn your shorts inside out when drying to keep the colours/prints intact.*
- ✓ *Hang dry naturally away from direct heat and bright sunlight. Do not use a tumble dryer;*
- ✓ *Avoid ironing, but if you do, limit the temperature to 110°C and iron it on the inside out;*
- ✓ *Never Dry clean;*



*Do not leave your swim shorts rolled up in the towel or a bag after use! This enables the chlorine/salt water to have more time in the fabric which can damage it allows bacteria that come from chlorine to breed.*

## *Last but not least...*

*Choosing fabrics woven in countries with higher wages, strict environmental laws, and better labour safeguards is definitely more sustainable. And yes, that's true! It's not exactly rocket science but you will pay more for sustainable fabrics than for fast fashion options...but we all know why those prices are so low!*

*The more we demand sustainable options, the more they will be available at competitive prices.*

*All our fabrics are Made in Portugal in our mill in Guimarães, 40 km northern from Porto. Our eco-upcycled yarn is also bought from European suppliers in Spain & Italy. Being neighbouring countries will minimize substantially the greenhouse gas emissions associated with its transport.*

*Do you want to know more about our fabrics?*

*I will be glad to help you find the fabric that best suits your brand needs.*

*Slow Down. Buy Better*



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