

A romantic couple is shown from the back, embracing each other. They are wearing matching dark blue clothing with a white Greek key (meander) pattern. The woman on the left has long dark hair and is wearing a wide-brimmed hat with the same pattern. The man on the right is holding her. They are standing outdoors at sunset, with the sun low on the horizon behind them, creating a warm, golden glow and silhouetting their figures. The background shows a blurred landscape with hills or mountains.

PANOS EMPORIO

ATHENS - EST. 1986



S/S 27 THALASSA

Thalassa, the Greek word for sea, and in ancient mythology,
the primordial goddess of the ocean itself.

The collection begins with the collector, someone who moves
through the world gathering traces: a shell, a stone, a postcard,
the memory of a texture.

Each piece carries that impulse. Something found. Something kept.
Silhouettes are built around draping, wrapping, and gathering, the
way sand shifts beneath flowing water,
or the feeling of a body slowing down in heat.

Thalassa evokes the spirit of Greek island life: whitewashed walls,
the quiet rhythm of daily rituals, eating what the island provides,
and the practical grace of fishermen's attire.

Shapes nod to classic fisherman shirts and shorts, while patterns
echo those found on ancient ceramics.

We revisited our own archive, returning to silhouettes and prints
from our heritage and
reinterpreting them through a contemporary lens.

The palette is drawn from the spirit of the islands: a hot espresso in
the morning, Aegean blue, tomato red, and citrus yellow,
the colors of the sea and the fruits of Greece.

Thalassa is about a particular kind of ease.

The kind that only comes when time has stopped mattering,
the fabric breathes,



PANTONE® 18-0349 TCX
Daring Blue

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PANTONE® 19-0053 TCX
Navy Blue

PANTONE® 19-0053 TCX
Navy Blue

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Navy Blue

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Navy Blue



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THALASSA is a hand-drawn print created from sketches made during travels through Greece. Originally drawn in a sketchbook, the artwork was later enlarged and layered with deep blue tones and a classic white Greek-inspired pattern.

Balancing spontaneity with structure, Thalassa captures both the rawness of the sketchbook and the timeless elegance of Greek ornamentation. The result is a contemporary interpretation of Mediterranean nostalgia





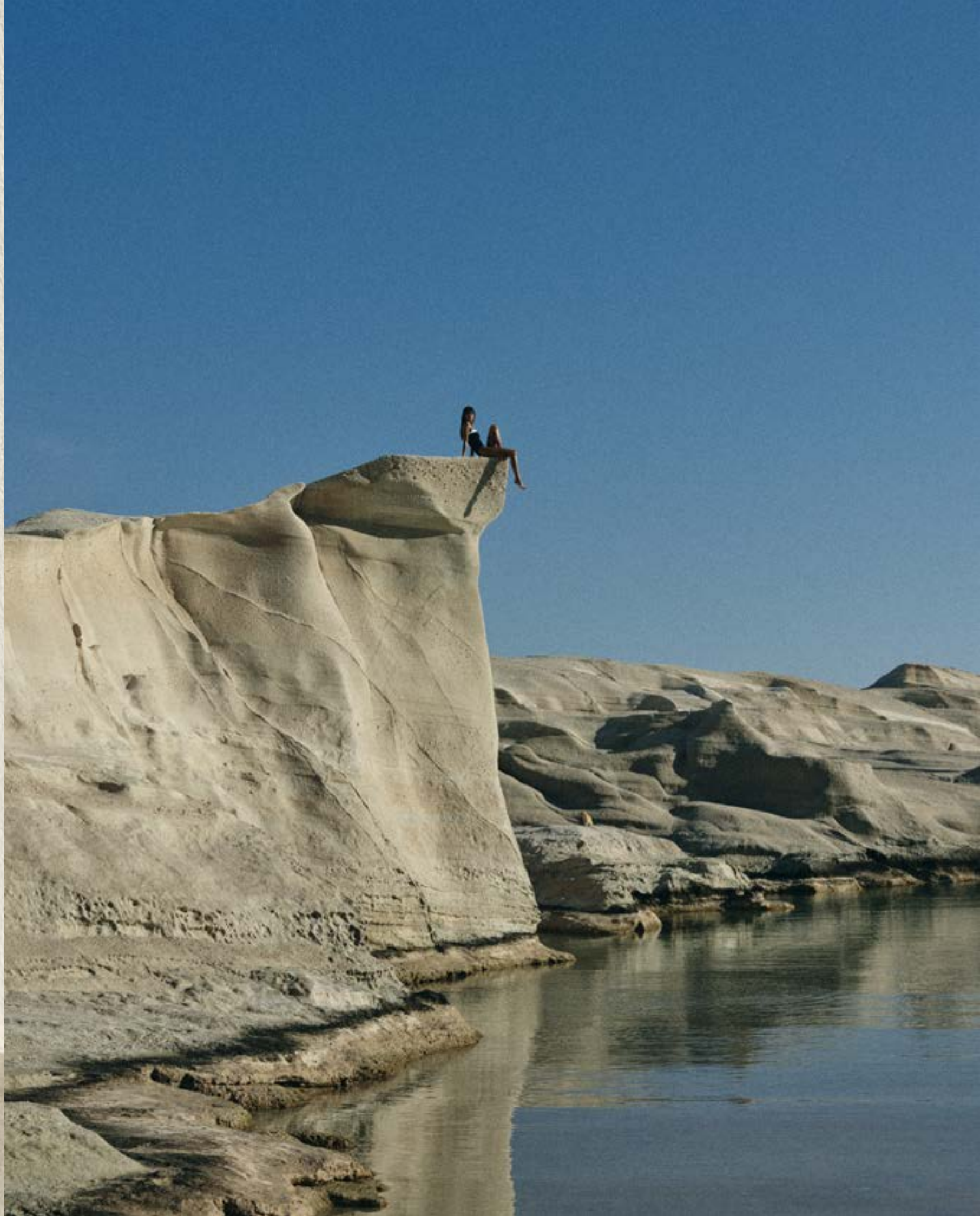


“The secret is that here, one
bathes in time; time is the water
in which we swim.”

Henry Miller, *writer*

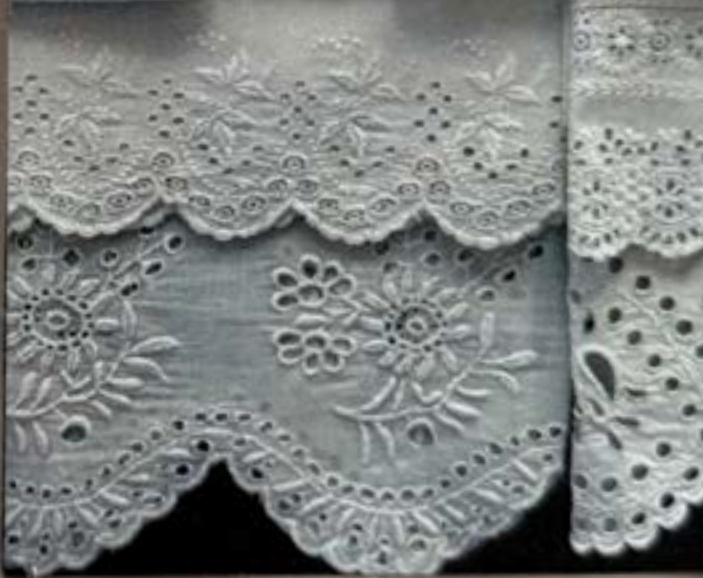
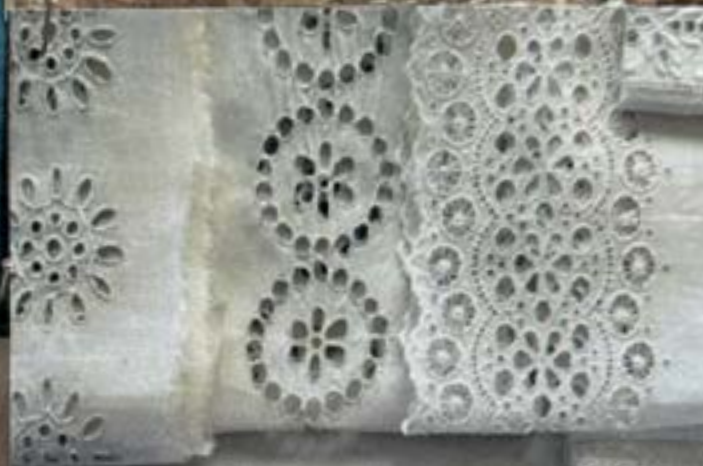


PAILLOT SWIMSUIT is a modern reinterpretation of an icon. We have refined the classic versatile silhouette, updating both fit and expression while keeping its original strength intact. The design has been modernised with improved comfort, subtle adjustments in proportion and detail give the swimsuit a renewed sense of confidence. Paillot bridges heritage and now, an icon updated for how we wear swim today.



BRODERIE ANGLAISE is a delicate material inspired by the everyday beauty found in Greece, in particular the embroidered textiles often seen on tables and balconies, left to dry in the sun. Transformed into swim, Broderie Anglaise becomes something where craft, memory, and romance meet in a contemporary expression.







TOMATO RED is a colour that feels immediate and alive, intense, sun-ripened, and soft at the same time. It carries a Mediterranean sensibility, reminiscent of fresh tomatoes piled up at the local market. In the collection, tomato red becomes an accent that brings energy and contrast, lifting the more muted tones.









BLOOM is a print that feels like flowers seen from just beneath the surface, slightly blurred and softened by movement. Painted in watercolor with generous amounts of water, the forms dissolve into each other, creating an almost fluid tie-dye effect. The result is a layered, atmospheric surface where florals are not fixed, but constantly shifting.



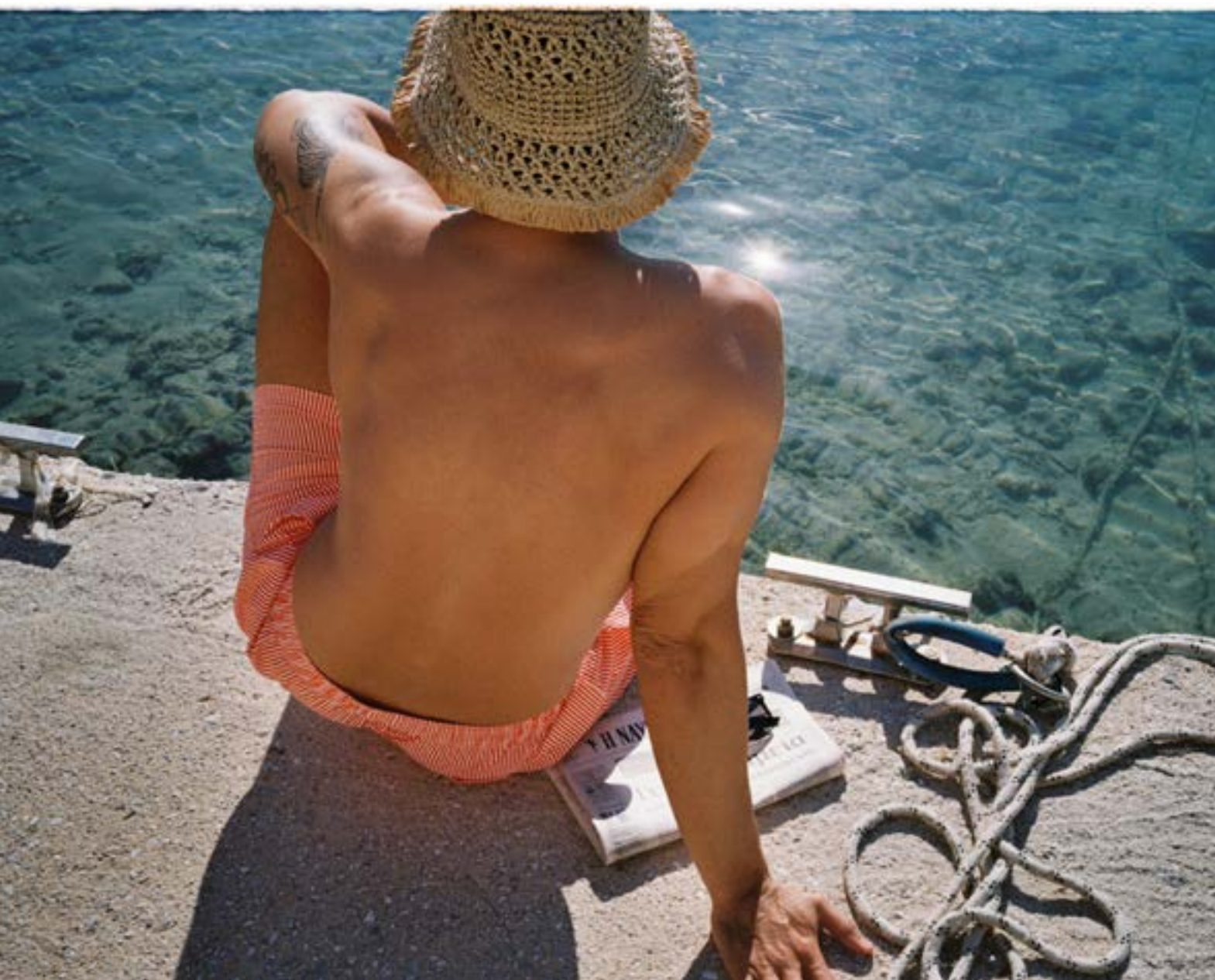




HERITAGE STRIPES are reinterpreted in shorts, bringing a classic pattern into a relaxed, contemporary silhouette.

The stripes carry a sense of tradition, but are softened through texture and proportion, making them feel easy and wearable.

The seersucker add depth and tactility, the fabric introducing a subtle puckered structure that enhances movement and lightness.







SEASHELLS carry a quiet sense of memory and movement, shaped by the sea, smoothed by time, each one slightly different from the next. Their forms feel delicate, like small architectural objects found along the shoreline. In the collection, shells become a reference to coastal landscapes and natural ornamentation. Their curves and textures translate into subtle details and surface, bringing a tactile, organic presence that feels grounded in the Mediterranean environment.







The MEANDER print is inspired by ancient Greek ornamental patterns and a sense of heritage found in traditional ceramics and textiles. The continuous line references historic motifs that have been used for centuries as symbols of unity and continuity. In the collection, the pattern is reinterpreted with a modern touch, framed by a stripe border, allowing it to feel more relaxed and wearable.





CHOCOLATE BROWN

is a deep, grounded colour inspired by natural earth tones and rich organic materials. The colour carries a sense of warmth and softness, while feeling strong and structured.

In the collection, chocolate brown acts as a grounding shade that balances brighter accents and lighter neutrals.

It adds depth to the palette, giving it a subtle sophistication and a soft, understated richness.





GINGHAM SEERSUCKER swim for men and women reinterprets a classic pattern through a light and textured fabric. The familiar check is softened by the puckered surface of seersucker, giving it movement, airiness, and a relaxed feel.

The design balances heritage and ease, with a unisex expression that feels both timeless and contemporary.





THE RIPPLE quality is inspired by the subtle movement of sand beneath the water's surface, where light, current, and texture continuously shift and dissolve into one another.

It creates a soft distortion, as if the ground is gently breathing under the sea. In the collection, this effect is translated into surface and pattern, giving the fabric a fluid expression. It feels like a fresh interpretation of movement.









NECTAR

A fruit-inspired print that is a clear wink to the 90s, when bold, slightly surreal patterns and softened digital aesthetics defined visual culture.

Lemons and citrus forms appear sun-drenched and subtly distorted, as if filtered through heat, water, or fading memory.

Painted with a loose hand, the shapes blur into each other, creating a fluid rhythm across the surface.





AEGEAN BLUE is inspired by the deep, shifting tones of the sea surrounding the Greek islands, as well as the iconic details of the landscape, the Greek flag, the painted doors and shutters, and the whitewashed roofs and churches of the Cyclades.

In the collection, Aegean blue becomes a core shade that anchors the palette, connecting sea, architecture, and cultural symbols into one cohesive expression.







ATHENS - EST. 1986



Maia Top
Kos Bottoms



Hera Top
Nefeli Bottoms



Niovi swimsuit



Simi swimsuit



Eos top
Eos bottoms



Santorini top
Chara bottoms



Kalamata swimsuit



Kandia stripe top
Kandia stripe bottoms



Kos swimsuit



Corfu top
Nefeli bottoms



Maia Top
Kos Bottoms



Gaia top
Dione bottoms



Eos top
Eos bottoms



Santorini top
Chara bottoms



Kalamata swimsuit



Artemis swimsuit



Aphrodite swimsuit



Hera Top
Nefeli Bottoms



Maia Top
Kos Bottoms



Hydra Top
Corfu Bottoms



Maia Top
Dione Bottoms



Milos swimsuit



Maia top
Nefeli bottoms



Hera top
Kos bottoms



Aphrodite top
Athena bottoms



Niovi swimsuit



Aphrodite swimsuit



Hera swimsuit



Paillot swimsuit
+ reversible bikini top



Maia Top
Dione Bottoms



Gaia top
Chara bottoms



Corfu top
Corfu bottoms



Artemis swimsuit



Simi swimsuit



Maia Top
Dione Bottoms



Hydra Top
Corfu Bottoms



Niovi swimsuit



Simi swimsuit



Gaia top
Dione bottoms



Gaia top
Chara bottoms



Artemis swimsuit



Simi swimsuit



Gaia top
Dione bottoms



Gaia top
Chara bottoms



Corfu top
Corfu bottoms



Kos swimsuit



Simi swimsuit



Bloom



Seersucker shorts
Navy

Seersucker shorts
Brown

Seersucker shorts
Khaki green

Seersucker shorts
Red

Seersucker shorts
Dazzling blue

Seersucker shorts
Navy Gingham



Retro shorts
Cilantro

Retro shorts
Dazzling blue



Solids classic
Vintage indigo

Solids classic
Brown

Classic shorts
Thalassa

Classic shorts
Bloom

Classic shorts
Pale blue stripe

Classic shorts
Heritage stripe



Regular shorts
Meander



Element tee
Fog

Element tee
Volcanic ash

Element tee
ATHENS

PE Long sleeve
ATHENS

Vacay shirt
Viscose/Linen Thalassa



Ios sarong
Thalassa

Ios sarong
Nectar

Ios sarong
Bloom

Cotton Crochet scarf
Off white

Cotton Crochet scarf
Brown



Reversible Cotton tote
Small

Reversible Cotton tote
Large

Paper raffia bag
with leather charm



Paper straw hat

Reversible Cotton bucket hat



Silk charmeuse scarf
Meander

Silk charmeuse scarf
Nautilus

Silk charmeuse scarf
Flora



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THE ZIP-LOCK BAG

Each swim piece comes packaged in our new recycled zip-lock polybag, designed with function and longevity in mind.

Made from recycled materials, the bag is fully reusable and built to stay with you beyond the purchase.

Keep it in your beach or everyday bag and use it to store wet swimwear after a swim, protecting the rest of your belongings while on the go.

A small detail with a big purpose: reducing waste, extending use, and making life by the water a little easier.

