

mode

CITY

PRESS RELEASE
4.5.6. SEPT. 2010

PARIS EXPO - PORTE DE VERSAILLES
PAVILION 4

MORPHO
THE **RIGHT**
SWIMSUIT!

FOCUS ON
ITALY AND
COLOMBIA



SCOOP

EVERYTHING YOU ALWAYS
WANTED TO KNOW ABOUT
SWIMWEAR!

WHAT'S UP?

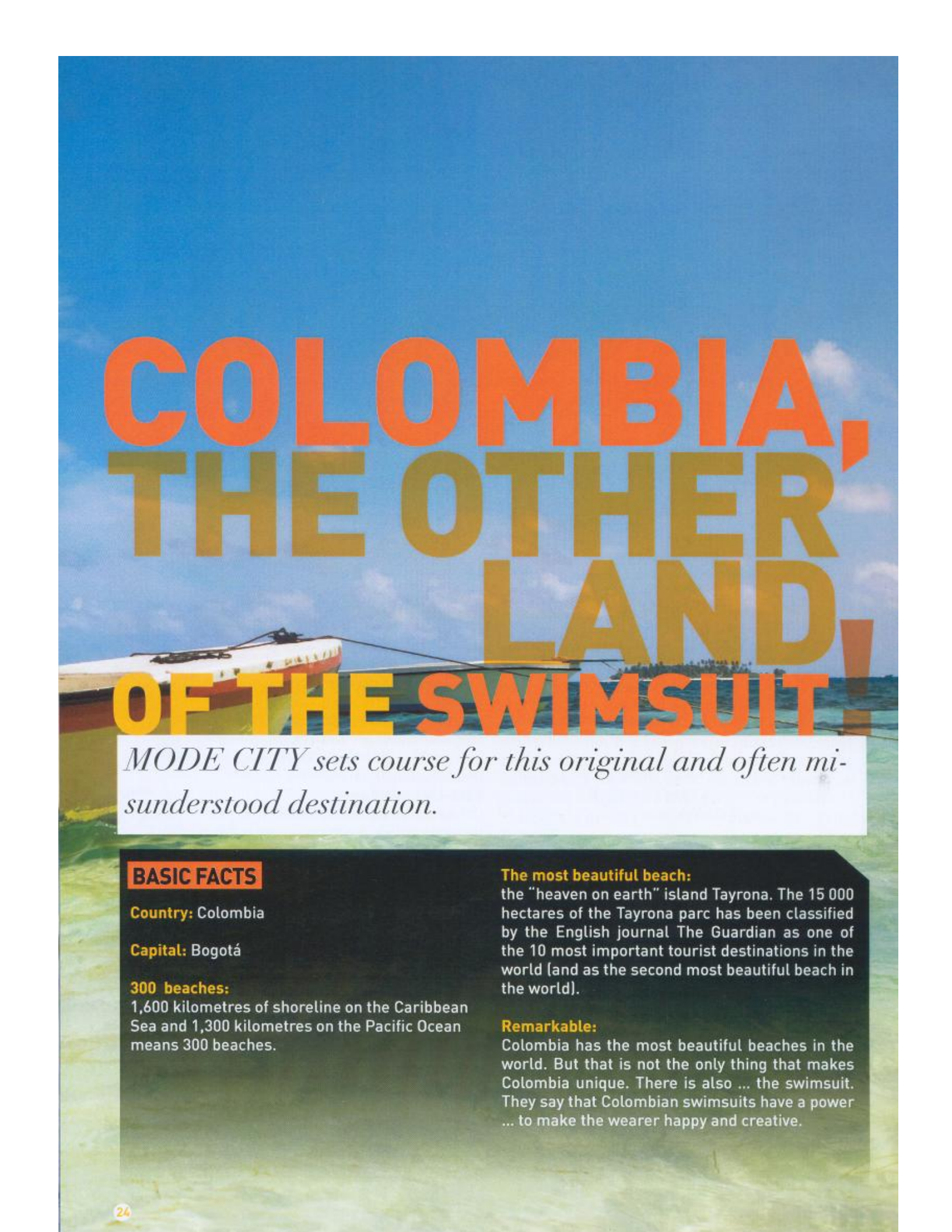
NEW WAVE, MODE CITY,
A LABORATORY FOR
NEW CREATIONS

DIVE INTO MODE CITY 2010!

FASHION ISSUE
BEACHWEAR
& LINGERIE
2011 TRENDS

EXCLUSIVE INVESTIGATION

THE BEACH,
A REFLECTION OF SOCIETY!



COLOMBIA, THE OTHER LAND! OF THE SWIMSUIT!

MODE CITY sets course for this original and often misunderstood destination.

BASIC FACTS

Country: Colombia

Capital: Bogotá

300 beaches:

1,600 kilometres of shoreline on the Caribbean Sea and 1,300 kilometres on the Pacific Ocean means 300 beaches.

The most beautiful beach:

the "heaven on earth" island Tayrona. The 15 000 hectares of the Tayrona parc has been classified by the English journal The Guardian as one of the 10 most important tourist destinations in the world (and as the second most beautiful beach in the world).

Remarkable:

Colombia has the most beautiful beaches in the world. But that is not the only thing that makes Colombia unique. There is also ... the swimsuit. They say that Colombian swimsuits have a power ... to make the wearer happy and creative.



Phax

**PHAX, ONDAEMAR & MAAJI :
3 SUCCESS STORIES, 3 INVITATIONS
TO TRAVEL!**

PHAX // Colombia - F11 - Pav. 4

♥♥♥ *The daring mix & match
of these collections!*

The Phax woman has a reputation for being active, independent and sensual! Colour and prints form the DNA of this brand. The colour palettes and refined patterns lend themselves to styles with unique design. For the new Spring/Summer 2011 collection, it's mainly bikinis! Bottoms carefully matched with tops offer a look that's either complementary or contrasting. To note: a choice of water- and sun-resistant materials and a collection of sensual and playful beachwear such as sarongs, shorts, sandals and dresses.

ONDAEMAR // Colombia - E22 - Pav. 4

♥♥♥ *A brand spotted by Forbes and Elle!*

Vintage attitude, gypsy accents and luxury united in a single swimsuit - that's the Ondademar spirit! Fringe, metal rings and lacing are some of the details that distinguish the entire Spring / Summer 2011 collection. Shaping suntanned bodies while showing their curves to advantage, Ondademar swimsuits take their inspiration from the beauty and sensuality of Colombian women. With a palette of dream-like colours, a wide selection of swimwear (push up, triangle, trikini and more) and an extensive collection of accessories (jewellery, bags, and more)...We say "Si"!

MAAJI // Colombia - E32 - Pav. 4

♥♥♥ *The idea of a magic swimsuit...*

What's important is to believe in it!

More than just a collection, Maaji swimsuits tell a story. A story where the main character is a beautiful and energetic heroine adorned in colours. Bold colour combinations, contrasting shapes, Maaji swimsuits are full of energy that has the power, according to their designer, to make all who wear them happy.

Maaji



 **Colombia**
the heart
of opportunities



Unique designs and innovative styles come together to create a new, exciting, fascinating and refreshing experience.

We invite you to learn about the passion for design in the exclusive creations from a country called Colombia.

Place: Mode City, Paris Expo - Porte de Versailles
Date: September 4 - 6



Photo: agua bendita


agua
bendita

www.aguabendita.com.co
BOOTH: HALL 4, F3


Maaji
SWIMWEAR

www.maajiswimwear.com
BOOTH: HALL 4, E32


PHAX
swimwear

www.phax.com.co
BOOTH: HALL 4, F11



Intimo Masculino

www.mymundounico.com
BOOTH: HALL 4, F2


BY ANNETTE
www.annetteonline.com
BOOTH: HALL 4, A97


OndadeMar
www.ondademar.com
BOOTH: HALL 4, E22


SAHA
www.sahaswimwear.com
BOOTH: HALL 4, G20

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