



WILDFOX *Swim.*

FOR IMMEDIATE RELEASE

WILDFOX SWIM ANNOUNCES CRUISE 2014 COLLECTION DEBUT AT MIAMI SWIM WEEK

Los Angeles, CA – June 17th – **Wildfox Swim** announces the launch of Cruise 14, set to debut next month during Miami Swim Week. This collection is the fourth collaborative design effort between swim and intimates designer, Leilani Shimoda, and head designer Kimberley Gordon.

A high-energy palette of 70s-inspired psychedelic and rainbow colors, textured prints, and lace-up details have brought the original Charlie's Angels back to life in this new collection. Feminine cuts ranging from retro halter-tops and high waist briefs to modern string and Brazilian cuts offer figure-flattering separates made to be mixed and matched for any style preference. Reversible tops with equally gorgeous linings can be worn either as a band or in a center front twist. The range of complimentary tunic, tank, and dress cover-ups offered in bright, lightweight tissue jersey are easy to throw on over a bikini for a barefoot adventure.

Buyers can see the collection at the **Miami Swim Show July 20-23** in **booth #466** and on the runway at **Soho Beach House** on **Sunday, July 21st**. Retail price points will range from \$58-\$160.

About Wildfox

Wildfox is a Los Angeles-based womens label originally founded in 2007 by childhood best friends and co-designers, Kimberley Gordon and Emily Faulstich, together with musician/CEO Jimmy Sommers. Known for its soft fabrics and unique designs, the line has progressed into a full knit range of tops, bottoms, dresses, scarves and socks; as well as a **White Label** collection of sweater knits, laces, chiffons, velour and **Wildfox Intimates**. **Wildfox Denim**, designed by premium denim industry veteran, Michelle Siwy, debuted a diverse range of women's bottoms pieces for Fall 2013.

A **Wildfox Basics** category also launched with the core division for Fall 2013, while Summer 2013 introduced a second season of the **Wildfox Sun** range of eyewear designed and developed by Benjamin Montoya of Benjamin Eyewear. **Wildfox Kids**, the "little sister" adaptation of the women's line, began in 2009. **Pajama Party**, a line of luxury pajamas will launch for Holiday 2013 – just before the fourth collection of **Wildfox Swim** for Cruise 2014.

The brand can be found in better retail boutiques nationwide including Ron Herman, Planet Blue, Akira and Shopbop, along with select department stores such as Bloomingdale's, Saks Fifth Avenue, Nordstrom and Neiman Marcus. Internationally, Wildfox is distributed in over 30 countries including the U.K., France, Spain, Germany, Brazil, Japan, South Korea, Australia, Russia, and Taiwan and can be found in such stores as Selfridges, Harvey Nichols, Harrods, Matches, and TSUM.

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