



Swimwear Trends 2025 — Tips for Choosing

Mini-brochure: silhouettes & trends, coverage/support matrix, body-goal guide, colors & prints (mini swatches), fabrics & sustainability, fit checklist, sizing & try-on tips, care, common mistakes & fixes.

Silhouettes & Trends

- One-piece with cut-outs or belted waists; longline tops with high-waist bottoms.
- High-leg openings for length; square necklines; sporty zip fronts.
- Texture play: ribbed, crinkle, crochet-look (lined); subtle hardware.

Coverage & Support — Quick Matrix

| Need | Good picks |
|-------------------|--|
| Bust support | underwire/encased cups; longline; wide straps; cross-back |
| Tummy smoothing | wrap/ruched fronts; belted one-piece; high-waist bottoms |
| More coverage | tankini; boyshort; fuller-cut bottoms; rash-guard |
| Minimal tan lines | triangle tops; string bottoms; bandeau (stay-put silicone) |

Body-Goal Guide — Emphasise or Balance

| Goal | Try |
|------------------------|---|
| Lengthen legs | high-leg cuts; V-front bottoms; nude-tone straps |
| Define waist | belted one-piece; colour-block side panels; wrap tops |
| Broaden shoulders | square/straight neck; cap sleeves; horizontal stripe |
| Soften broad shoulders | V-neck; halter; deeper solid colour on top |

Colours & Prints — 2025 Mood (Mini Swatches)

Sea-Glass



Sunset



Sorbet



Ink & Charcoal



Fabrics & Sustainability



- Recycled polyamides (e.g., ECONYL) and chlorine-resistant blends last longer.
- Double-lined pieces feel more secure and reduce show-through; mesh lining for breathability.

Fit Checklist — 30 Seconds

- Straps stay put without digging; underbust band level and snug.
- Bottom edges sit flat (no severe cutting-in); scoop test: raise arms — top holds.
- Move test: squat/walk/wave — nothing shifts uncomfortably.

Sizing & Try-On Tips

| Tip | Why |
|---------------------------|---|
| Between sizes? | size up in minimal cuts; size down in longline/support styles |
| Cup letters vary by brand | use your underbust & bust measures and the brand's chart |
| Mix & match | choose different sizes for top and bottom as needed |

Care — Make It Last

- Rinse after swim; cold hand-wash; no wringing. Dry flat in shade.
- Avoid hot tubs/harsh chlorine with delicate colours; rotate suits to rest elastane.

Common Mistakes & Fixes

| Issue | Fix |
|----------------------|--|
| Top slides down | tighten/convert straps; pick longline or cross-back; choose textured fabric for grip |
| Bottom digs in | try higher rise or wider side; size up or choose double-lined |
| See-through when wet | look for double lining; darker colours; test under bright light |



Scan the QR to open the full swimwear trends & choosing guide.