

The two hot to trot beachwear trends for Summer 2017

If fashion is your passion and you're all about the new trend to "rock your boat" this Summer, then we have got the lowdown on the ultimate two not-to-be-missed fashionista beachwear. Made in Monaco and made in New York, these pieces are for men and women who like to strut their stuff while keeping their cool be it on board or beach-side. These are THE hottest beachwear trends for Summer 2017...

209 MARE





A post shared by 209 Mare (@209mare) on Apr 15, 2017 at 3:31am PDT

The first of its kind, and an elegant alternative to beach cool, the 209 Blazer, aims to define the concept behind luxury beachwear brand, 209 Mare. This super elegant wardrobe staple elevates men's beachwear to a new level of elegance, luxury, and exclusivity, by creating a trend as timeless as denim that establishes the legacy of the brand.

Oozing St Tropez, Riviera vibes mixed with Italian flair, the blazer will undoubtedly command unparalleled attention wherever you go. It's a true staple for the refined gentleman and undoubtedly the ultimate in beachwear trends for 2017. It's for the style-conscious modern gentleman who plays by his own rules with undisputed style as well as superior sartorial knowledge.

They say it's all in the detail – every element of the blazer has been impeccably sourced where attention to detail and uncompromising quality lives and breathes. From the inconspicuous 3D Lycra patch placed below the collar to the Art Deco monogrammed mother of pearl buttons, and the exclusive signature pattern that distinctly marks all 209 Mare products, all make this piece the true gentleman's wardrobe

staple piece for the summer and beyond. Not to mention the lining made from the finest bamboo fabric which is three times more absorbent than a cotton towel, and is completely biodegradable while getting softer over time.

Much like Audemars Piguet did for sport watches in 1972, Monaco-based 209 Mare is fundamentally breaking the rules in style, by establishing a new trend in men's luxury beachwear trends for summer 2017.

Visit www.209mare.com to see the collection.

LISA MARIE FERNANDEZ





A post shared by Serenella (@serenellausa) on Aug 3, 2015 at 7:44am PDT

Crafted from luxe, innovative fabrications and designed with the athletic beach goddess in mind, New York stylist Lisa Marie Fernandez has infused her eponymous swim line with sophisticated cuts and body-hugging lines. Glamorous, sexy, and sporty, Lisa Marie Fernandez swimwear is something to experience and will set tongues wagging this Summer.

Seen in media worldwide and matching the aforementioned gentleman's blazer, is its perfect pairing for ladies: the popular Yasmin drawstring maillot in super soft and absorbable terry cloth. What makes this material so sought-after? Its innovative fabric with loops can absorb large amounts of water and is often referred to as towelling.

The simple wrap style baby pink version made a splash in the news recently for being specially created for the Ritz Hotel X The Webster Concept Store in Paris as well as the Webster Miami and Houston. A complete sell-out, allover puckers lend texture to this divine swimsuit. Neatly cinching in the waist is a beautiful contrast rope completing the nautical-look and the elegant crossover V neckline puts the dot over the I on this gorgeous one-piece, ideal for creating a slim silhouette.

Matched with an oversized straw hat and vintage-inspired sunglasses, you're bound to set hearts racing in this über-cute swimsuit.

See the range at www.lisamariefernandez.com

(Featured Image Credit: Matchesfashion.com)