

CAROLINE BLOMST FOR ESPRIT: BEACHWEAR CAPSULE COLLECTION

Esprit Beachwear has embarked on a new style adventure for Spring/Summer 2015, collaborating with leading Swedish blogger, photographer and streetstyle expert Caroline Blomst on a 25 piece beachwear capsule collection for Esprit. The collection will be launched in April 2015 at selected Esprit stores, multi-label retailers, and the Esprit online shop.



Known for her cool and relaxed look, Blomst and Esprit are a perfect fit. The co-founder and owner of the multi-media style kingdom Carolinesmode.com/ Stockholm Streetstyle, Blomst is a multi-talent bursting with natural confidence. Also a model, stylist and more recently designer as well, her work and lifestyle embrace all facets of contemporary fashion. With her astute yet easygoing approach to trends, she's won an international following, inspiring women to discover and enjoy the latest looks in their very own, personal way.

Together with the Esprit Beachwear design team, Blomst has now taken her savvy, Stockholm streetstyle approach to the seashore. The result: an ultra-versatile collection that accompanies the modern woman from day to night, on the beach and beyond.

Designed to be mixed and matched, and suitable for all figures and body types, Blomst and the Esprit team concentrated on finding the best fits in a range of appealing, no-fuss styles. These include little bikini bottoms, some with bandeau effects; ultra-simple to cupped and ruched halter tops; one-shoulder tank tops to wear with bikini bottoms in the water or with shorts or skirts on the street; sophisticated one-piece swimsuits that also can do double-duty under assorted summer wardrobe pieces; plus easy tunic tops and sarongs.

Indeed, the whole collection works as separates, on the beach or off. The wearer can go mono-tone or mix tops and bottoms in whatever combination she desires of black, ivory, taupe and sky blue, or pair solid and patterned pieces in a desert-toned pebble print of minimal two-tone motif. The swimwear fabric is ultra-light but non-transparent and dries quickly for ultimate comfort. And for a special and personalized Blomst touch, each bikini or swimsuit features a little star or heart-shaped decoration inspired by the tattoos she has on either wrist.

Blomst's involvement went beyond her mood boards for the collection and work in the design studio. She styled the campaign which was shot by Benjamin Vnuk, and with her partner Daniel Troyse, did a series of behind the scene images capturing the moods, moments and creative highlights of this exciting beachwear capsule collection.

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THE WORLDS OF ESPRIT BODYWEAR

The 1999 launch of Esprit Bodywear marked one of the most promising launches of the last 20 years in the lingerie segment. Today, Esprit Bodywear is one of the most successful lingerie brands presenting underwear, nightwear, loungewear as well as beachwear.

Esprit's "Casual Bodywear", targeted to women and men with an active lifestyle and positive outlook on life, is inspired by Esprit's Californian heritage - fun, sportiness and color. With "edc Bodywear" Esprit meets the market demand for young, trendy, fun lingerie. And with the sophisticated "Collection Bodywear" Esprit finally rounds off its product range with modern, clean, and feminine styles. "Kids Bodywear" was the last to join the Esprit Bodywear family with premium, playful to cool undergarments for little ones.

Esprit Beachwear offers a range of bikinis, tankinis, swimsuits and bathing trunks as well as cover ups and beach accessories for women and men. Not only for swimming but also for enjoying summer to its fullest and having fun at the beach. Quality and comfort are as important as contemporary, fashionable styles. The collection is inspired by an active lifestyle: sun, fun, and color.

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