

Finally, a Modest Swimwear Brand That's Actually Designed for Modern Women

Aila Swimwear is on a mission to redefine modesty in the swimwear industry.



Singapore, Dec 20, 2019 (Issuewire.com) - Aaila Swimwear is Singapore's newest modest swimwear brand that's on a mission to redefine modest wear. This startup label promises to deliver fresh and inspiring swimwear for fashion-savvy women who don't necessarily want to bare it all in a bikini. The debut collection is comprised of six original swimwear styles that have been thoughtfully designed in Singapore and manufactured at a small scale in Indonesia.

The inception of the brand began when founder Michelle Yao realized the extreme lack of stylish options in the modest swimwear category. The rise of modest fashion has been attracting global attention in recent years, with international markets such as London and Amsterdam taking lead with Modest Fashion Weeks. While mainstream high-street brands are starting to recognize the demand for fashion-forward modest wear, very little attention is paid to swimwear. By and large, this category is still ignored and remains dominated by frumpy, shapeless black burkinis that do not reflect the changing tastes of modest Millennials.

The vision for Aaila Swimwear is to empower women by making them feel heard and included in the fashion conversation. They should be able to feel beautiful and comfortable at the beach or by the pool without compromising their values. This is a brand that is designed specifically with the fashion-conscious, independent woman in mind, and every detail is in place to help her express her individuality through colours and prints.

The collection sees a heavy injection of this season's hottest colours, from classic blue to forest green, and prints with tropical leaf motifs and Asian-inspired rattan pattern. There are three core styles named Ana, Jamila, and Kara in this capsule range, each with two colour ways. Each style is designed to be flattering on varying body types, and emulate a different vibe - from girly to sporty to classy. The idea is to be inclusive and conscientious of what real women want and their personal reasons for remaining modest.

The debut collection is manufactured in Indonesia at limited quantities to ensure high-quality production. This also enables the brand to keep seasonal colours and prints fresh and relevant, thus being able to offer new styles to reflect the latest trends. The swimwear is all designed to be semi-loose fit with varying lengths to suit all body types and comes in sizes S to XL. Each swimming set includes three separate pieces - a swim dress, bottoms (leggings), and a detachable swim cap.

Aaila Swimwear is currently available for purchase online at www.aailaswimwear.com.





Media Contact

Aaila Swimwear

hello@aailaswimwear.com

Source : Aaila Swimwear

[See on IssueWire](#)