

LYRA's Burkinis & Modest Swimwear Relaunches in Egypt



Cairo, Egypt Mar 25, 2022 ([Issuewire.com](https://www.issuewire.com)) - Ikram Zein first launched LYRA Swimwear in 2016, after spending years struggling to find swimwear that was modest, was her style, and suited her lifestyle. She had long wished to find some swimwear that not only did this but also reflected her personal beliefs and philosophy. After speaking to women who shared both the same and different faiths as her own, Ikram used these discussions to create her own swimwear collection that could be worn by women of multiple faiths, who wanted a more modest approach to swimwear, and/or who want to wear a hijab whilst swimming.

LYRA Swimwear shipping to Egypt was temporarily discontinued in Jan 2021 due to some logistical issues. They have been working hard to find a solution to this problem since then as Egypt is one of their largest markets. Fortunately, for all the LYRA SWIM fans & followers in Egypt, they have now created a dedicated subdomain for Egypt and resumed shipping to Egypt. It's now easier than ever before to buy an LYRA burkini, modest swimwear, or swim accessories from Egypt. They now offer free 3-day shipping which includes all the taxes and fees.

Since its launch, LYRA has showcased its designs at London Modest Fashion Week and looked to expand its range with more design-savvy, adaptable activewear for contemporary women.

The LYRA brand appreciates that every woman is different, has a sense of what she feels comfortable in, but doesn't want to compromise on looking and feeling good, whether that's lounging by a poolside, kicking it on the beach, or going for a swim. LYRA looks to reflect the beliefs and values of women from all walks of life.

LYRA is also a recognized supporter of the #ThisGirlCan campaign; they have designed a range of swimwear that fits the needs of all women to help increase participation rates in swimming. Through their 'LyraSwims' campaign, they want to tell the real story of women who exercise through swimming. They come in all shapes and sizes and all levels of ability.

Relaunched LYRA Egypt store can be accessed by visiting <https://eg.lyraswimwear.com/>



Media Contact

Hafis Ismail

hafis@lyraswimwear.com

Source : LYRA Swimwear

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