

Life's a Beach with the Sol Swimwear Interchangeable Bikini

NEW YORK CITY, NEW YORK,, UNITED STATES, August 17, 2015 /EINPresswire.com/ -- An interchangeable bikini has much to recommend itself, providing swimsuit wearers with an apparel item that offers multiple options within a single suit. This versatility in a [Kickstarter crowdfunding campaign](#) also has a great deal to offer the backers who are being asked to donate \$10,000 by October 1, because innovations in summer swimwear promise new and varied ways to enjoy the calendar's most popular season.

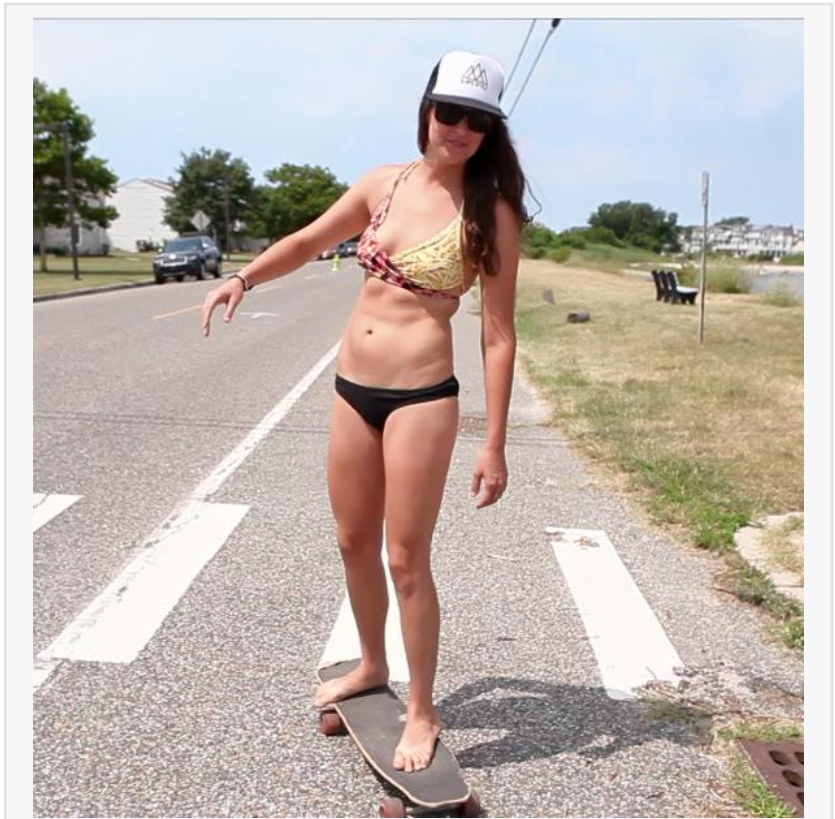
For Sol Swimwear founders Anne Hope Snow and Lia Antonicello, the beach and fashion always made a perfect match, so it was fate that one day, their friendship and their shared affinity for beach clothing would intersect and lead them into a business venture. Snow grew up in the beach town of Cape May, New Jersey, where she already established contacts with local boutique owners who are eager to sell the swimsuits. From a very young age, she was sewing and upcycling hand-me-downs and turning them into dynamic new styles. Three years in California, where she went to school, taught her the ins and outs of the fashion industry and gave her valuable insights into swimwear design. She returned to New York City and the fashion world, where she came into contact with famous designers like Cynthia Rowley.



Lia Antonicello attended the Fashion Institute of Technology in New York City; like Snow, she had dreamed of a role in the fashion industry since childhood. But after school, she had to answer the beach's siren call, traveling around the world to Southeast Asia, South America, and Hawaii. She returned to Cape May, New Jersey, where she and Snow had grown up, and became an entrepreneur, owning and operating her own yoga studio. After traveling the globe, Antonicello focused on gaining experience in commerce and the financial practices that would prove useful as the

two business partners explored business options that matched their twin interests of fashion and beachwear.

The Sol Swimwear design is simple. Each side of the suit fastens at the neck and then wraps around to connect with a clasp at the back. The innovative design allows the wearer to separate the sides in order to choose whether to match the pattern or the solid. Because each side is reversible, the wearer has the option of [choosing multiple styles](#) with a single bikini. The swimsuit bottoms are sold separately; the bathing suit top set includes two sides, with a pattern on one, a solid on the other. If you buy other sets, the possibilities for individualized swimwear are endless. This swimwear is especially satisfying because, with Sol Swimwear bikinis, no two women will ever show up at a beach party wearing the same bathing suit!



Snow and Antonicello were thinking bikini when they began the design process, but they wanted a garment that would stand up to the rough-and-tumble realm of summer sports. They came up with the idea of interchangeable bathing suit tops that can mix and match to suit the wearer's style preference. The swimsuit line will be launched in the spring of 2016. During the past two years, the two women have worked hard from the original production concept to their current efforts in creating a quality



product that will please the consumers who purchase it.

In addition to their [crowdfunding campaign](#), the Sol Swimwear co-founders are already promoting their product on social media and have pre-order requests from many Facebook friends eager to order their first suit.

Life's a beach! Let Sol Swimwear dress you for it!

About Sol Swimwear

Sol Swimwear (<http://kck.st/1KK6SYX>) is a women's bathing suit company that specializes in unique mix-and match bathing suit tops. Each side is reversible, allowing the wearer to opt for either the solid or the pattern side, and creating multiple styles with a single suit. Sol Swimwear founders Anne Hope Snow and Lia Antonicello shared a vision of creating a swimsuit that was fashionable but also durable

so that it could withstand rough surf or crashing waves without any embarrassing “wardrobe malfunctions.” Snow’s working relationships with manufacturers in New York City have provided a network of contacts within the fashion industry. Antonicello has worked in retail for a number of years, and as a business owner in her own right, has the financial background that’s needed for a new venture, along with experience in delivering satisfactory customer service. Together, the business partners and their company are counting on Kickstarter support to help them launch their swimsuit line in 2016.

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