

BAYE London Steps Into the Spotlight at Two Major U.S. Swimwear Industry Events

Florida-based luxury swimwear and resortwear brand debuts new collections at the Collective Shows in Huntington Beach and Soirée en Blanc in Beverly Hills.

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/EINPresswire.com/ -- [BAYE London](#), the Florida-based luxury swimwear and resortwear brand founded by designer Kerry Sykes, has had a busy month appearing at two prestigious events in the American swimwear and lifestyle calendar and introducing new additions to its collections to both industry insiders and consumers for the very first time.

The Collective Shows West, Huntington Beach

BAYE London exhibited at the Collective Shows, a curated, upscale business-to-business trade event held at the Sea Hotel and Spa in Huntington Beach, California, bringing together top designers and retailers across the swimwear, resortwear and activewear industries.

Now in its fourteenth year, the Collective Shows has attracted buyers from some of America's most prestigious retailers, including Nordstrom, Neiman Marcus, Revolve, Bloomingdale's and MGM Resorts, making it one of the most valuable platforms for



BAYE London Broderie Top and Wrap Skirt in Blue



BAYE London Ruched Side Swimsuit Blue Palm

emerging luxury swimwear brands in the U.S. market.

For BAYE London, the Collective Shows represented a strategic step into the wider American swimwear industry. Kerry Sykes used the event to soft launch new collections inspired by her recent travels, designs not yet available to the public and set to formally launch in early 2027. The appearance was an opportunity to build brand awareness, connect with buyers and retailers, and introduce the BAYE London design philosophy to a broader industry audience.

Soirée en Blanc, Sofitel Beverly Hills

On July 17th, BAYE London brought its collections directly to consumers at Soirée en Blanc, the fourth annual all-white celebration hosted by @moderndaywife at Sofitel Beverly Hills. Set against a French Riviera backdrop, the event brought together panels, a high-energy fashion show, a rooftop lunch, helipad photos, beauty activations and gifting suites, drawing a room full of the most stylish women in Los Angeles.



BAYE London Short Embroidered Kaftan
Yellow Protea

Kerry was present at the BAYE London booth throughout the day, talking design, demonstrating how to mix and match pieces across the three collections, and launching new additions to the Florida Palm, Cape Town and London Broderie ranges in person for the first time.

The response was immediate. Women spent time at the booth throughout the day, feeling the premium Italian fabric, trying on pieces and engaging with Kerry directly about the design story and fit philosophy behind every piece. Influencers stopped by throughout the event, photographed themselves with the collections in the BAYE London mirror, and shared their moments with their audiences.

New Collections Launched at the Events

Kerry used both appearances to introduce new additions across all three BAYE London collections:

[Florida Palm Collection](#)

- Halter Bikini: Now available in Pink Palm and Blue Palm, with full support and ring details on top and brief
- Ruched Side Swimsuit: Available in a new Aqua color and Florida Blue Palm

- Trim Bandeau Swimsuit: Now available in Florida Pink Palm

Cape Town Collection

- Short Embroidered V-Neck Kaftan: Extended into two new colorways, White and Yellow Protea

London Broderie Collection

The most significant new launch at both events was the introduction of a completely new design to the London Broderie Collection: the [Flutter Sleeve Top and Short Wrap Skirt](#). Crafted from 100% cotton with delicate broderie detailing, flutter sleeves and adjustable ties, the pieces are available individually or as a coordinating set in Navy, Cobalt Blue and White. This marks the first time BAYE London has introduced a twin-set to the range, and it was the most talked-about new arrival at both events.

Looking Ahead

Additional collections soft launched at the Collective Shows, inspired by Kerry's recent travels, will be formally introduced to the public in early 2027, continuing the evolution of BAYE London into new destination-inspired color stories and silhouettes.

The full current range is available now at bayelondon.com and in selected stores across the United States. Free U.S. shipping is offered on all orders over \$200, and a complimentary BAYE London wet bag ships with every swimsuit purchased.

About BAYE London

BAYE London is a female-founded luxury swimwear and resortwear brand created by designer Kerry Sykes. Inspired by global travel, coastal living and the belief that every woman deserves to feel confident in what she wears, the brand combines sustainably produced recycled Italian fabric, flattering fits and timeless resort styling designed to last beyond a single season. BAYE stands for Be All You Envision.

Available at bayelondon.com

About The Collective Shows

Now in its fourteenth year, the Collective Shows is a premier business-to-business trade event for the swimwear, activewear and resortwear industries, held biannually at the Sea Hotel and Spa in Huntington Beach, California.

About Soirée en Blanc / The Modern Day Wife

Soirée en Blanc is the signature annual all-white celebration hosted by @moderndaywife at Sofitel Beverly Hills, now in its fourth year, bringing together an elevated community of style-focused women in Los Angeles.

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