

Swim Week of the Palm Beaches Returns to Amrit Ocean Resort September 25–27, 2026

Three-Day Luxury Fashion and Wellness Experience Brings Runway Shows, 21 Designers, Mark Becker's NEWLIFE Expo, VIP Experiences and More to Palm Beach County

PALM BEACH , FL, UNITED STATES, September 16, 2026 /EINPresswire.com/ -- [Swim Week of the Palm Beaches](#) (SWPB) returns September 25–27, 2026, for its third consecutive year at the luxurious Amrit Ocean Resort on Singer Island, bringing together [fashion](#), wellness, beauty and lifestyle for a three-day Palm Beach County experience.

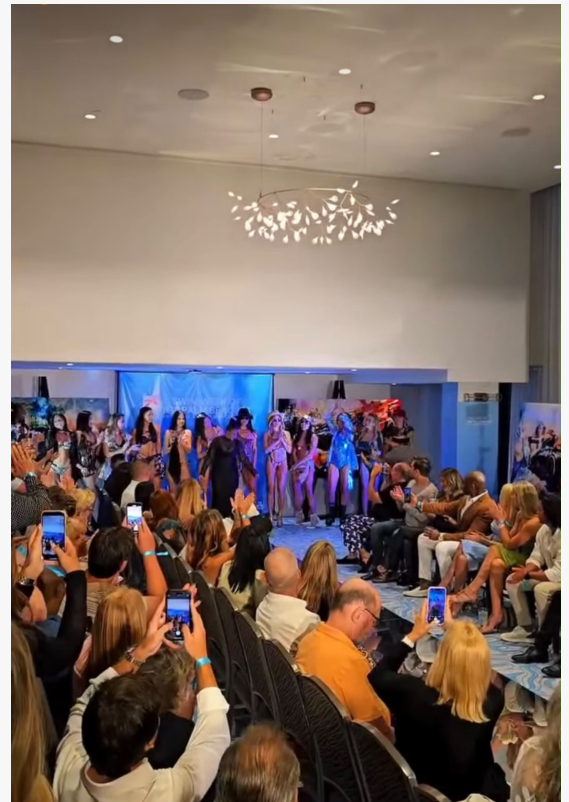
Produced by The Biz Angels and V&T Events Co., the 3rd Annual Swim Week of the Palm Beaches will transform the five-star oceanfront resort into a multi-day destination featuring [runway](#) shows, wellness programming, curated vendors, VIP experiences, networking opportunities and luxury lifestyle activations.

Since its inception, Swim Week of the Palm Beaches has continued to grow while maintaining its mission of creating a distinctive platform for designers, models, brands and businesses in Palm Beach County and beyond.

Fashion Meets Wellness

For 2026, Swim Week expands its focus beyond the runway with a greater emphasis on fashion, wellness and luxury lifestyle experiences. Saturday and Sunday programming will feature Mark Becker's NEWLIFE Expo, America's longest-running longevity and wellness summit, bringing together leading voices, experts, brands and innovators in longevity, wellness, personal development and conscious living.

The weekend will also feature wellness activations by Coffee & Vibes and Bounce & Beats, adding fitness, movement and interactive experiences to the Swim Week schedule.



Runway

Each evening, attention turns to the runway as designers showcase their latest swim, resort and fashion collections inside Amrit Ocean Resort.

Featured Designers & Special Experiences

This year's programming will feature 21 U.S. and international designers, including collections from Capristan and Whipped Cream Swimwear, along with a special collaboration with Miss USA Official Sponsor Heat Swim. The runway presentations will connect established and emerging fashion talent with guests, media, influencers and industry professionals throughout the weekend.

Celebrity Hosts & Global Live Stream

Media personality and entrepreneur Gloria Govan will join NFL legend Lorenzo Neal in co-hosting the exclusive VIP Lounge Experience on Friday, September 25, bringing together fashion, entertainment, sports and culture. The weekend will also feature a special appearance by MLB Hall of Famer Frank Thomas. For the first time, Swim Week of the Palm Beaches will extend beyond Palm Beach County through a partnership with The Big Eye Network, bringing select moments from SWPB 2026 to audiences around the world through live streaming and providing a global window into the fashion, wellness and Palm Beach lifestyle that define the event.

Fashion With a Purpose



Designer



Crowd

Beyond fashion and wellness, the 3rd Annual Swim Week of the Palm Beaches will use its platform to support organizations making an impact in competitive aquatics and water safety. Swim Week will support U.S. Olympic Diving through USA Diving, an organization focused on building the sport of diving and developing athletes on the path toward Olympic success. The event will also support GenBlue, a nonprofit working to empower underserved communities through aquatic literacy, accessible swim education, lifeguard development and trauma-informed training. Together, these charitable partnerships connect Swim Week's celebration of fashion, wellness and the water with organizations working to create safer and more empowered communities.

A Palm Beach Fashion Destination

Set against the Atlantic Ocean at Amrit Ocean Resort, Swim Week of the Palm Beaches showcases a different side of the traditional swim week experience—one rooted in the luxury, wellness and lifestyle culture of the Palm Beaches.

"Swim Week of the Palm Beaches has continued to evolve every year, and our third year represents our biggest vision yet," said Victor Concepcion, Co-Founder of Swim Week of the Palm Beaches. "We wanted to create an experience that goes beyond the runway by bringing fashion, wellness, hospitality and the Palm Beach lifestyle together under one roof."

EVENT DETAILS

3rd Annual Swim Week of the Palm Beaches

September 25–27, 2026

Amrit Ocean Resort – Singer Island, Florida

Programming includes three evenings of fashion shows, Mark Becker's NEWLIFE Expo, wellness programming and activations, designer runway presentations, VIP experiences, the VIP Lounge Experience co-hosted by Gloria Govan and Lorenzo Neal, a special appearance by Frank Thomas, global live streaming through The Big Eye Network, curated vendors, networking opportunities, and charitable support benefiting USA Diving and GenBlue.

Additional designers, sponsors, special guests and programming will be announced leading up to the event.

For more information, visit officialswpb.com.

ABOUT SWIM WEEK OF THE PALM BEACHES

Swim Week of the Palm Beaches is an annual fashion, wellness and lifestyle experience showcasing designers, models, brands and businesses while celebrating the distinctive luxury

lifestyle of Palm Beach County. Through runway shows, wellness experiences, VIP events, charitable initiatives and community partnerships, Swim Week of the Palm Beaches provides a platform connecting fashion, wellness, hospitality and local culture.

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Victor Concepcion

SWIM WEEK OF THE PALM BEACHES

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