

Lands' End Reveals Top Swim Trends of 2013

This season's swimwear trends range from classic black and white and color clashing to going nautical and staying safe in the sun with fashion-forward swim tees. For those looking for the latest looks in swimwear, Lands' End outlines the most fashionable styles in swim this season:

- **Black and White** – There's nothing more chic than this year's trend of Black and White. Lands' End takes this flattering look directly to swimwear. The SwimMates Black Dot Halter Bikini Top and Bottom or the Beach Living White Bardot Floral Adjustable Scoopneck Tankini paired with the Black Beach Living Midrise Swimsuit Bottom are just a few of Lands' End's many beautiful black and white options.
- **One-piece Pretty** – A one-piece suit is no longer just for coverage – It's the must-have silhouette of the year! Lands' End offers an assortment of beautiful one-piece swimsuits in an array of colors and patterns from the One-piece Slender Suit in Coral Ruby to the beautiful Seaside Gardens Rose Floral Bandeau One-piece.
- **Go Nautical** – The nautical look is not only one of this swim season's favorite trend, it also plays into Lands' End's heritage. Swim goers can't go wrong with the classic Deep Sea and White stripes of the Crew Neck Swim Tee Cover-up. Add a splash of muted yellow to the nautical look with the Beach Living Provence Floral V-neck Bikini Top and Bottom in Buttercup Floral.
- **Sun Safety** – Staying safe in the sun is a top trend and summer must-have. This season, those soaking in the summer rays can stay sun safe in a feminine, fashionable way with a Lands' End Swim Tee. Available in a range of beautiful patterns and colors.
- **Color Clash** – Find bold tropical prints in unexpected color combinations to play up this season's trend of "Color Clash." To create this look, choose a Color Clash combination in one of the many Lands' End swim collections including SwimMates and Aquaterra.
- **Vintage-inspired Glam** – Retro swim styles offer a subtle infusion of vintage cuts and prints. The Lands' End Shape & Enhance Scoop One-piece has feminine details that enhance the overall vintage-inspired look. Ruched swim tops and skirts also offer a much-desired vintage style.
- **Negative Space Floral Prints a Sure Positive** – The floral print plays with negative space, to create a unique, never the same placement of flowers. The SwimMates collection offers flattering floral print pieces including the Orchid Floral Surplice Bikini top and Orchid Floral Flounce Cover-up Swim Skirt.
- **Delightfully Dusty Moody Colors** – Dusty Pastels and Moody Colors are all the rage in Lands' End swim this year. The Lands' End Shape & Enhance collection captures this trend by offering suits in this color trend including Oak Moss and Stone Grey Floral.

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