FASHION / FASHION SCOOPS

La Plage Miami to Take Place May 31-June 2, Featuring Premium European Swimwear Lines

Seventeen brands are participating in the event at the Boulan South Beach Hotel.

By LISA LOCKWOOD   APRIL 11, 2024, 12:29PM

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A bikini from Wikini. COURTESY OF LA PLAGE MIAMI

La Plage Miami will present its third edition from May 31 through June 3 in Miami, featuring premium European **swimwear** and resortwear brands.

The boutique concept trade show, La Plage Miami, is produced by My Fashion Agent, found Marc Merklen.

Located in the Penthouses of the Boulan South Beach Hotel, it will feature a selection of swimwear, as well as beach towels, hats, jewelry and caftans, resortwear and beachwear. So brands are participating including Wikini, Raffaela D'Angelo, So Bask, Alicia Swim, Cosmosy Celeste NMD, Serge Guilloux Paris, Flowers for Zoé, Naive Men's Swimwear, Vellati, and Mo Paris.
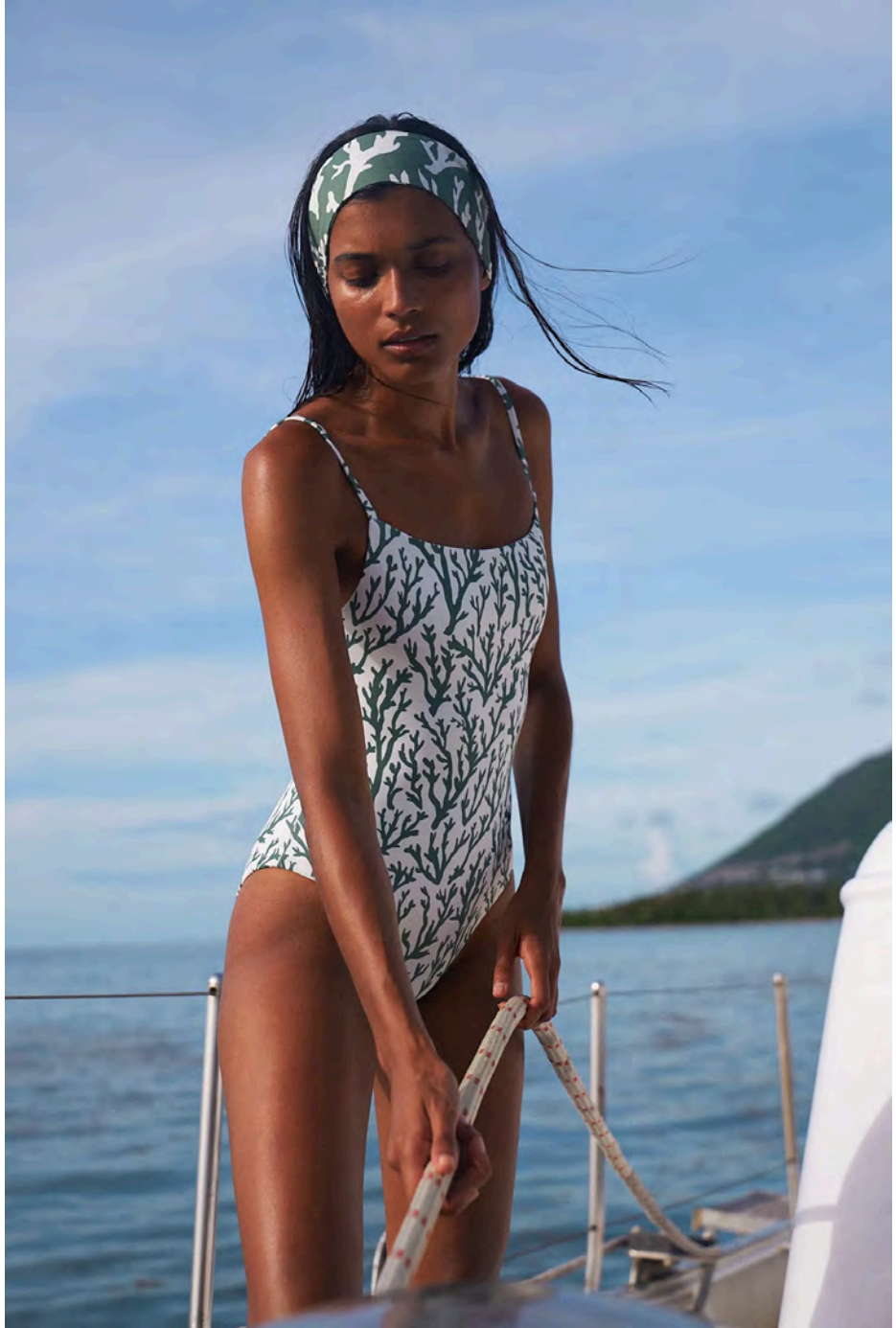
A look from Raffaela D'Angelo. COURTESY SHOT

Boulan South Beach is located at 2000 Collins Avenue in Miami Beach.

The exhibition is supported by a personalized sales campaign with cabin models, a presenta[tion] with adapted merchandising, as well as posts on social media.

A style from Alicia Swim. COURTESY SHOT

"The Miami Swim Week is a very important niche market for swimwear brands and resortw[ear] brands," said Merklen, noting retailers come from all over the world to attend. He said many [of] them only come to Miami and he doesn't see them in other fashion weeks anywhere in the [world]. He noted that these spring 2025 collections are ordered to be delivered during cruise (Chri[stmas] period), and these collections are the first ones to be seen in stores and they last the longes[t,] from Christmas to September.

La Plage Los Angeles is scheduled for October.