

# July 5th - International Bikini Day

## Elegant and Provocative

### JANARA Swimwear Award announces best swimwear collections in 2021/22

### HOT NEWS: bikini for men among winners

The JANARA Swimwear Award annually honours the world's best swimwear labels for their outstanding individual items or collections.

Bikinis and swimsuits are women's favorite items of clothing and a booming global billion dollar market. Women in bikinis or swimsuits are an increasingly common sight in printed and electronic media. The global swimwear range is growing every year, due to cuts and fabrics becoming more refined, extravagant details being added, and colour patterns being developed by elite designers that reflect every possible nuance of beach vibe and feeling.

Bold new start-ups are coming up with new ideas, largely focussing on sustainability issues, environmental responsibility or social messages. The international jury of the BikiniARTmuseum foundation has awarded the Janara Swimwear Award for the second time, drawing attention to the many wonderful swimwear labels from across the planet, highlighting individual remarkable items or collections and drawing the attention of a wide audience to some crazy, unusual eye-catchers, often real insider tips.

Brazilian designer Fernando Cozendey left his international competition in the dust, winning 1st place in the category "extravagant and provocative" thanks to his brilliant collection of bikinis and swimsuits for men.

The "JANARA Swimwear Honorary Award" this year went to living surfing legend Kathy Kohner-Zuckerman from L.A.

There were six different categories in the swimwear awards. In addition, the "**JANARA Swimwear Honorary Award**", was given for special achievements in the field of bathing culture. This year, it went to **Kathy Kohner-Zuckerman**, a living surfing legend, who in her youth caused a real surf boom among young women for the first time, immortalised in the film series "**Gidget**". The contribution of now 80-year-old Kathy to the surfing sport that was once reserved only for men and her contribution to equal rights for women not only around her home town Malibu is still very present 65 years after their first surfing attempts.

#### **Refined elegance in pleasant pastel tones**

The Turkish label "**Lily & Rose**" won the "**High Fashion & Elegance**" category. The jury was won over by the versatility and elegance of the collection, which is held in pastel tones and comes with golden accessories. Fine details underline the chic and classic design. With Lily & Rose you are perfectly dressed for every pool rendezvous.

#### **Amazonian touch**

In the "**Colourful & Jolly**" category, Brazilian label "**Blueman**", who is celebrating its 50th birthday this year, convinced the jury with many classic prints from their exciting design past. The cuts, for example the bold high-waist panties, and the choice of fabrics, are successful reinterpretations.

Particularly richly coloured prints were used. This year's collection was inspired by colours, patterns and motifs from the indigenous Amazon cultures.

### **HOT NEWS: bikini for men from Rio sweeps up**

The label "**Fernando Cozendey**" by the Brazilian designer of the same name is the winner in the category "**Extravagant & Provocative**". An absolutely worthy winner according to the jury, given that Cozendey repeatedly addresses topics such as gender, race and beauty standards and promotes the inclusion of men into the bikini universe in a free-spirited and provocative way.

### **Chique Retro - Old styles reinterpreted**

In the "**Retro**" category, the winner is a German label named after an old German expression: "**Prachtstueck Swimwear**" (marvellous piece). The retro style of the label gives its items a touch of eroticism combined with the romance of past days. Heavier fabrics with a firm inner structure are used, which deliberately and beautifully emphasises feminine curves.

### **Prosthetic solutions for bikinis and swimsuits, as well as maternity swimwear!**

The German label "**Anita**" is the winner in the category "**Sustainability & Innovation**". It is famous for its special collections. Their "Care" collection line offers beauty and well-being for women who have had a mastectomy, emphasising that the freedom of (sun)bathing and feeling confident and comfortable should be made possible for everyone.

The "Maternity" collection line creates attractive solutions for pregnant women.

### **A trend has reached beaches and pools: Slow Fashion!**

"**Léa the Label**" is the winner in the "**Newcomer**" category. Léa Daaboul, born in Lebanon, founder of the label and yoga teacher, sees herself as a world citizen, having lived in France, the US and Dubai. Thanks to her personal background, Léa's creations are based on principles of sustainability, such as slow-fashion and the use of environmentally friendly materials, yet daring and comfortable, mostly held in neutral tones, fascinating with their very own radiance.

**Also on top rankings:** Lenny Niemeyer, Dolce & Gabbana, Versace, Leonard Paris, Philip Plein, Emilio Pucci Inamorata, Agent Provocateur and many more.

### **JANARA Swimwear Honorary Award 2021/22**

This year's special jury award goes to **Kathy Kohner-Zuckerman ("Gidget")**, the first famous female surfer in the USA.

### **Gidget's contributions to bathing culture:**

She was the first woman on Malibu Beach to surf, a sport back then only practiced by men, thus a sensation and a role model. After often watching the boys surfing on Malibu Beach, Kathy decided at the age of 15 to pursue this passion herself.

In 1957, the novel "Gidget: The Little Girl With Big Ideas" by her father Frederick Kohner appeared on the New York Times bestseller list and sold over 500,000 copies worldwide. The novel is about a young surfer girl from Malibu, who, with talent and enthusiasm, stands her ground in what is supposed to be a men's sport and promotes a rising enthusiasm for surfing among many other young girls. Due to its great success, Columbia Pictures decided in 1959 to turn the novel into a movie, "Gidget", which was later followed by the TV series "The New Gidget".

Behind the confident character in the novel is a real person: Kathy Kohner-Zuckerman (\*1941), the author's daughter, who also assisted him with her authentic diary entries.

After the book was published and made into a movie, Malibu became a hotspot for the surfing scene.

Gidget was voted Woman of the Year in 2011 by the jurors of the Surfing Walk of Fame Association.  
<https://surfingwalkoffame.com/kathy-gidget-kohner-zuckern/>

She is presented in the BikiniARTmuseum as an exemplary strong women who fought with passion, charm and assertiveness for a piece of freedom for women.

### **General information**

There will be no gala this year due to the pandemic.

The JANARA Swimwear Award is held annually. The jury is made up of leading international experts. Representatives are Ghislaine Rayer and Patrice Gaulupeau (Paris), Lilian Pacce (Sao Paulo), Bruce Wigo (Fort Lauderdale), Helmut Schuster (Miami / Berlin), Roger Fritz (Munich). Sponsor is the BikiniARTmuseum Foundation, an institution of the BikiniARTmuseum in Bad Rappenau, Germany, which aims to commemorate swimwear culture and draw public attention and appreciation to the swimwear industry.

### **Statistics**

Brazil has two winning labels and, with Fernando Cozendey, produced a sensational winner who prevailed against strong international competition in the “Extravagant & Provocative” category.

For the first time, Germany is also present with two winners in the “Retro” as well as the “Sustainability & Innovation” category.

With Léa the Label, founded by a Lebanese designer (situated in Dubai), and Lily & Rose (situated in Turkey) two Asian brands have won for the first time.